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Driving Technology Through Innovation



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BAVARIAN BREWERY GETS SEAMLESS BY PEERLESS-AV DVLED EXPERIENCE

Peerless-AV installed perfectly aligned dvLED video wall in the cellar vault of the historic Gebr. Maisel Brewery

INSTALL BRIEF

NOVEMBER

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Designing and planning for recessed dvLED displays requires special mounting solutions and expert know-how - more so when the wall structure is uneven, such as in old, listed buildings or basements. The brewery Gebr. Maisel KG in Bayreuth, Germany, was faced with this challenge. For its new broadcast studio in the historic rooms of the company headquarters, which was built in 1886, the company was looking for a dvLED video wall solution that could be perfectly aligned on uneven walls and thus seamlessly integrating into the old walls. Maisel found what they were looking for with AV technology pioneer Peerless-AV, who, together with FESTLA Event GmbH, installed a dvLED video wall with a Peerless-AV dvLED mounting solution for the new broadcast studio in the Maisel & Friends Conference Centre.

Founded in 1887, the family-owned brewery Gebr. Maisel in Bayreuth is known nationally and internationally for its Bavarian wheat beer speciality Maisel's Weisse. With the Maisel & Friends brand, the Bayreuth brewery family has been a pioneer in the ever-growing segment of modern beer specialities since 2012.

At the home of Maisel & Friends, craft meets pleasure, tradition meets innovation and urban art meets historic walls. The heart of the brewery grounds is the brewery's main building from the founding year 1887, which can also be explored as part of an adventure tour. The new broadcast studio is also located in this building. Visitors can also watch the Maisel & Friends brewmasters at work or take part in a beer seminar with a sommelier. Right next door, the Crazy Sheep coffee factory roasts fresh coffee and friends of beer culture can indulge in the modern Liebesbier restaurant, where they can choose from 120 different types of beer from all over the world. The focus is always on craft, enjoyment and, above all, quality. Maisel also had this aspiration for the newly designed broadcast studio in the Maisel & Friends Conference Centre, which its production team uses for digital events, live streaming and company videos, as well as being used for internal events but a space for hire to local companies.

The uneven walls of the main building, which is over 130 years old, required a specialist solution that integrates perfectly into the historic walls with a contemporary ambience.

Together with integration partner FESTLA GmbH, the Maisel family brewery opted for Peerless-AV's SEAMLESS Kitted Series Flat dvLED Mounting System, designed exclusively for Absen's Direct View LED Displays (DS-LEDA27). The mounting system is perfectly matched to Absen's cabinets for a high-end install experience. It impresses with a slim, space-saving modular design, easy-hang hardware and integrated cable management. The modular design includes height and depth adjustment to help overcome installation irregularities, to assure the dvLED pixels are aligned, and to guarantee that the entire mount creates one flat plane, regardless of wall imperfections. The lightweight aluminium frame also helps to make installation easier and the load on the wall lighter.



A two-person technical team quickly completed the installation in approximately six hours. First, the main frame was built, then the positions for the subframe were marked and securely anchored. After the main frame was installed, the LED panels were mounted in a 6x6 configuration.

“As the walls in the catacombs of the Maisel brewery are very uneven, we needed a substructure that compensated for the irregularities in the wall structure,” explained Michael Feuerstein, Business Unit Manager Culture & Tourism of the Maisel family.



The system from Peerless-AV completely fulfilled our expectations, as the adjustment option across the entire surface allowed the video wall to be integrated exactly into the wall. The quality of the fixture and Peerless-AV’s years of experience ensured that a perfectly aligned dvLED wall was installed, flawlessly integrating new technologies into a beautiful old building.



Hannes Leuthold
Project Manager, FESTLA Event GmbH

Peerless-AV also provided start to finish project support through SEAMLESS by Peerless-AV, the company’s dvLED Video Wall Integration Program, which ensured that a dedicated dvLED Solutions Team was available every step of the way, guaranteeing the highest quality product support and service.


Maisel & Friends are currently planning further projects around their home. “The Liebesbier Urban Art Hotel is currently under construction and other buildings will be made more digital in the coming months and years,” says Michael Feuerstein. “For this, Peerless-AV will be the preferred AV support partner.”




View the time-lapse install video [here](#).

About Peerless-AV

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high-volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit peerless-av.com.



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