

Mercedes-Benz World

LG Chooses Peerless-AV[®] for Major Display Refresh at Automotive Brand's Experience Centre

**WHY
MESS
AROUND**

— WITH —
**anything
else?**



The Brand Experience

Mercedes-Benz World is a unique venue located on the historic Brooklands motor racing circuit at Weybridge, Surrey. The attractions offered include automotive exhibitions, a simulator and cinema, driving experiences, guided tours, Silver Arrows Display Team, restaurant and shop, as well as regular events, and conferencing and hospitality facilities - making it an ideal day out for petrol heads, families and businesses alike. First opened in 2006, Mercedes-Benz World was one of the first brand experience centres aimed at engaging with audiences in new and exciting ways, and is packed with the latest technology to impress and inspire.

“There’s a real wow factor from the video wall. It’s well aligned, well mounted, the cabling is neat, and looks good from all angles, not just from the front.”

- Harold de Vries, head of B2B and IT solutions marketing at LG.

The Challenge

In 2014, Mercedes-Benz World embarked on a major refresh of its display technology used throughout the centre with the help of newly appointed, official supplier of displays for the facility, LG. Systems integration, technical design, project management and product support were delivered by Solutions Audio Visual, who chose to work with Peerless-AV®, LG’s preferred mounts supplier, on the mounting solutions.

A wide range of LG display models were specified for the project, addressing different messaging requirements and location challenges throughout the building. According to Peter Bayley, technical sales engineer at LG, the previous display equipment had not been installed well, and there were colour balance issues across the individual displays. In such a vast glass structure, a major requirement was for the new displays to perform with the best picture quality in bright ambient light conditions, especially in the main reception area and atrium. The mounting solution for each also had to meet stringent safety and aesthetic provisos, and be perfectly positioned to achieve a high quality finish.

The Solution

As visitors enter Mercedes-Benz World their eyes are immediately drawn to the large 4x4 video wall directly above the main reception desk and lift entry. Consisting of 47-inch LED screens, the video wall offers an impressive visual experience with its high brightness, image quality and wide viewing angles. Walking around the facility, LG displays can be seen everywhere; including two further 3x3 video walls on the upper floors, ceiling mounted, multi-screen displays above the exhibition cars, numerous single 42-inch and 55-inch displays, a curved OLED TV, 84-inch 4K screen and 29-inch desktop monitors. Content is updated regularly by a third-party provider to reflect the various events and promotions taking place.

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The Benefits

By utilizing well-designed, installer-friendly mounting solutions from Peerless-AV, Solutions Audio Visual was able to allow for larger, as well as shaped, video wall arrays to be created in locations previously not considered possible.

Working closely with Solutions Audio Visual and LG, Peerless-AV

recommended compatible mounts of the highest quality. DS-VW765-LQR Full-Service Quick Release Video Wall Mounts and DS-VW765-LAND Full-Service Video Wall Mounts provided the versatility and convenience demanded from the integrator when setting up various video walls configurations.

The full-service mounts were able to reduce installation time by 60%, compared to alternative products. Using custom wall plate spacers, the integrator was able to achieve perfect spacing for dedicated LG display models, eliminating the need to calculate and measure the position of each mount in a video wall array. The quick release mechanism allowed the screens to be articulated away from the wall during install as required, without the need to unmount and without extra manpower. Also, having the ability to make 8-point micro-adjustments was a vital piece of functionality to ensure that any display could be quickly and perfectly aligned to its surroundings.

To support a horizontal arrangement of five 42-inch TV signage screens above the Driving Experience Reception, Peerless-AV DS-MB642L Digital Menu Board mounts were used. Combining multiple wall plates and vertical rails, the mounts were able to create a virtually seamless in-line display appearance. A simple 3-step installation saved the integrator time while assuring the placement of multiple displays could be easily adjusted according to flat or tilt viewing requirements.

A Peerless-AV SF680P Universal Flat Wall Mount (for screens up to 102-inch) was also specified for the project, along with a Peerless-AV SR560M Flat Panel Mobile Display Trolley with adjustable metal shelf, which can be utilized by Mercedes-Benz World for additional signage during exhibitions, events and conferences.



In the event of any display-related issues, Solutions Audio Visual offers quick on-site response time and diagnosis support. The Peerless-AV full-service mounts are designed to make the experience as painless as possible, offering quick and easy access to the rear of displays for any necessary servicing and maintenance.

Customer Feedback

Elliott Fletcher, who works in digital marketing and PR for Mercedes-Benz World, commented, “We saw an improvement on the previous supplier straight away – and more so in the more recent second phase of the project. Both companies are at the forefront of creating an expectation of high quality.”

Looking ahead, Mercedes-Benz World is expected to make further changes to the facility’s layout and LG, together with Peerless-AV, will be at the ready to supply further displays and mounting solutions to meet the requirements.

About Peerless-AV:

Peerless-AV, a Peerless Industries, Inc. company, is a leading designer, manufacturer and distributor of audiovisual solutions. From its award-winning mounts and wireless audio systems to indoor/outdoor kiosks and the industry's first fully sealed outdoor displays, Peerless-AV aims to Get it Right by fulfilling both integrators' needs for ease of installation and service, and end-users' dreams in residential and commercial applications.

Based in Aurora, IL, Peerless-AV manufactures over 3,600 products that serve original equipment manufacturers, commercial integrators and consumer retailers in 22 vertical markets through direct sales representatives and authorized distribution. For more information, visit www.peerless-av.com.



2300 White Oak Circle
Aurora, IL 60502

630.375.5100

marketing@peerless-av.com

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