



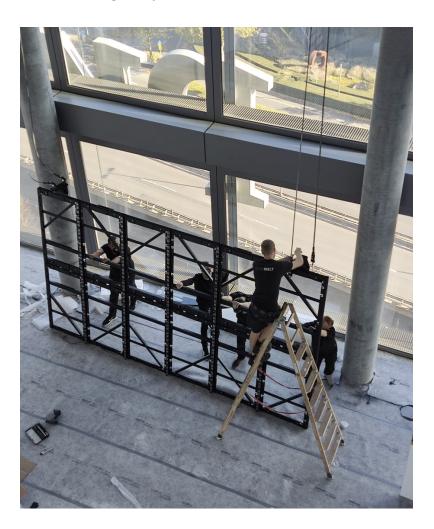
Multinational Accounting Firm Installs Innovative Floating dvLED Video Walls for Multi-use Entertainment Space



dvLED is scaling new heights and, as a recent installation in Western Germany's financial district demonstrates, there is no limit to the creative opportunities that the technology presents. International system house DEKOM AG was contracted in August 2022 to build two floating dvLED video walls in the windows of a 10th floor building, owned by a multinational accounting and professional services firm. The windows spanned three stories high facing out to the financial district of Düsseldorf and facing in to a large open plan, modern and colourful multi-purpose space for company events, presentations, staff team building and entertainment.

The floating dvLED video walls were part of a broader project scope, fully managed by DEKOM, which included fitting out 45 conferences rooms and special areas inside the building with the latest workplace collaboration and video conferencing solutions. The end customer wanted something totally different for this 10th floor multi-purpose space; not just any standard video wall, but one that catches the eye and provokes observations on its originality.

DEKOM proposed the concept of two dvLED video walls that could be raised to variable heights up to 12 metres high and lowered off the ground on a lift system. A complex feat of engineering, the installation incorporated a cable chain hoist, lift motor and GENESIS control technology from ASM Steuerungstechnik GmbH. To mount the dvLED cabinets and attach the video walls to the lift system, DEKOM selected AV technology pioneer, Peerless-AV. A robust, custom engineered substructure was required that would be able to hold the weight of the total system. All parties worked closely to consider all the potential challenges and propose the best methods to achieve the desired floating effect.



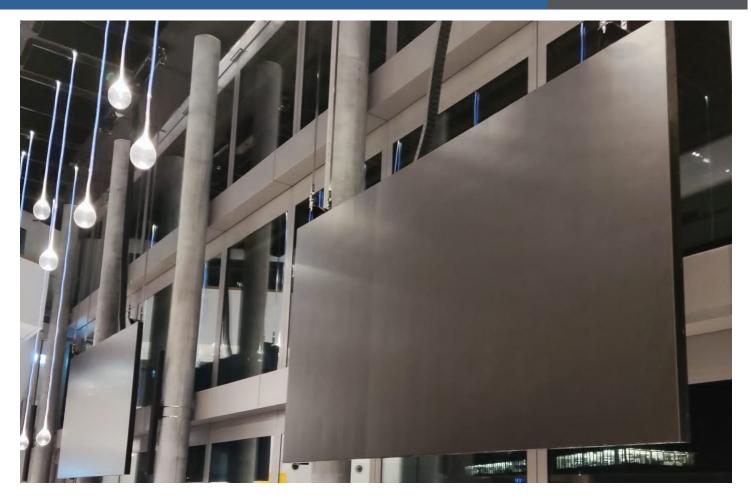
#### DEC 2022 CASE STUDY



No other mount vendor could provide the support structure required for this unique and challenging installation. Working alongside ASM, Peerless-AV designed, built and delivered a special solution. Their expert LED team provided us with detailed drawings that took total load, weight distribution, cable management, power access, ventilation, video wall positioning and other considerations into account. Communication throughout the design process was exemplary so we had complete peace of mind that we were able to deliver the perfect result. - Jose Munoz, Key Account Manager, DEKOM

The installation took four months to complete. Each finished dvLED video wall measures 4.8m W x 2.7m H. At the back of each floating system are six back panels with air vents, attached to three wielded steel frame sections, attached to a custom Peerless-AV mount, attached to four Samsung The Wall IWA 3x3 frame kits. At the front, Samsung The Wall IWA Series 1.2mm pixel pitch dvLED cabinets are installed in a 6x6 configuration. A cable tray with brackets supplied by ASM attach to the top and electricity is supplied to the cabinets via cable chain from the ceiling power supply unit. Side and top trims provide a professional, finished aesthetic.

#### DEC 2022 CASE STUDY



The SEAMLESS Bespoke dvLED Mounting Systems supplied by Peerless-AV were precision engineered specifically for this project and were assembled and load tested in the manufacturing facility prior to shipping. The dvLED team provided full consultation and technical support for the ASM and DEKOM integration teams on site. Assembly of the mounting systems was straightforward, once the lift system was installed. The lightweight frames allowed easy attachment to the Samsung The Wall IWA frame kit and the cabinets were hung one by one from the bottom middle upwards. Adjustment on the X, Y, Z axis ensured the teams achieved a flawless flat plane across the video wall surface.

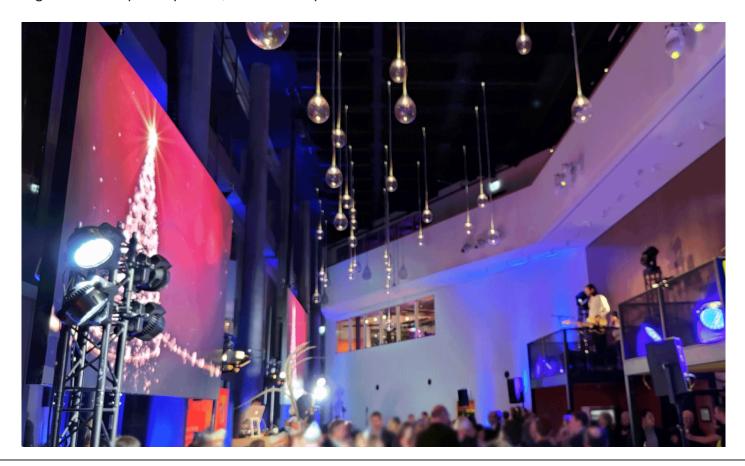
"This was a special project to be involved in and our German team have visited the building to see the floating dvLED video walls ourselves. They really are impressive," said Michael Möller, Senior Sales Manager, Germany, Peerless-AV. "When installing the 1.2pp Samsung The Wall cabinets, the DEKOM team had to be very exact and precise with placement and adjustment. Precision pre-defined mounting locations allowed for quick assembly of each substructure, attachment of the Samsung The Wall IWA frame with additional tri-axis adjustment and external cladding with discrete hardware".

The project was completed in December 2022 in time for the official building opening ceremony before Christmas.

"We are delighted that we were able to contribute to this extraordinary installation by DEKOM with The Wall from our IWA series, featuring unique colour depth, strong contrasts and finest details. With Peerless AV, we have a creative partner who finds individual solutions for the use of our products in very different scenarios. This pioneering project shows the role that LED installations can play in the transformation of corporate buildings," says Steven Pollok, Director Display Division at Samsung.

All the lighting and audio on the 10th floor muti-purpose room is controlled by Kramer touch panels. The dvLED video walls are lifted and lowered separately using ASM manual controls.

Jose Munoz from DEKOM added, "From a rental perspective, we have completed floating projects before, but this was for a fixed, long term install and was a first for all parties involved. The end customer put their trust in us and were 100% satisfied with the result. They were overjoyed to see their idea brought to life. Staff and partners have been nothing but positive about the two floating digital backdrops for parties, events and presentations."



# 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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