

AT ISSUE

What kind of installation-friendly bells and whistles are sweetening the deal, and to what sort of applications do these specific features lend themselves best?

JENNIFER DAVIS

CMO, LEYARD

It's easier for a retailer, hotel, or corporation to tell a timely, attention-grabbing digital story compared to the previous poster board alternative. But it's difficult to execute in space-constrained locations like narrow hallways or small conference rooms, or create a larger-than-life visual experience. So installers want big, bright, high resolution displays with thin, symmetrical, logo-free bezels to mount horizontally or vertically on thin profile wall mounts that meet the rigorous ADA accessibility requirements. To future proof, they want displays that have quadrant viewing or Open Pluggable Specification (OPS) expansion slot features, or can be easily tiled via video looping, content rotation, and frame compensation features. They also want integrated touch, eliminating the need for a third-party overlay, and to minimize post-installation service calls, they want a ruggedized display with safety glass to survive 24/7 usage.

CLARK BROWN

VICE PRESIDENT OF SALES, LG ELECTRONICS USA, INC.

LG's 55-inch Dual-View Flat OLED Display allows the venue to make the most efficient use of any space while using a high-end display. It offers ceiling suspension, off-wall mount, and floor stand installation options, plus the ability to have different messages on each side for traffic flowing in different directions.

RUDY VITTI

PRODUCT MANAGER FOR PROFESSIONAL DISPLAYS, PANASONIC

The TH-55VF1HU LED video wall display was designed for industry leading image quality and easy integration. Our rigid frame mounting solution allows a video wall to be constructed in a way that once the first display is mounted, the others can be snapped into the frame much like blocks. In addition they include magnetic mounts that ensure proper mounting and prevent shifting over time. Additionally, the TH-55VF1HU features Panasonic proprietary DigitalLink technology, which allows video, audio, and control signals to be transmitted and daisy-chained over a single CAT-6E cable. Finally, calibration is simplified thanks to factory-matched and pre-calibrated color and the Panasonic Calibration Kit Software (TY-VUK10), which utilizes a digital camera to calibrate. A 2x2 video wall

can be calibrated in less than 5 minutes using this method. The software is sold by license, so integrators can use it in multiple applications.

BRIAN MCCLIMANS

VICE PRESIDENT, GLOBAL BUSINESS DEVELOPMENT, PEERLESS-AV

As displays continue evolving, becoming thinner and more lightweight, it is equally important to create mounts that will best support these displays, with the end goal of creating an easy installation and a refined video wall. At Peerless-AV, we've focused our efforts on creating mounts that offer numerous benefits to integrators. For instance, on our new SmartMount Supreme Full Service Video Wall Mount, we've added color to the adjustment features, making it easier for integrators to see these knobs and levers in potentially dark application settings. We've also created single-handed pop-out features to ease serviceability. Offering additional tool-less micro-adjustments as well as a reusable spacer has also provided integrators with the ability to expertly fine tune the installation. Last, we enhanced the cable management on this mount, helping integrators create a clean video wall.

GENE ORNSTEAD

DIRECTOR OF PRODUCT MARKETING, VIEWSONIC AMERICAS

ViewSonic's CDE4803-H is engineered with an internal HDBaseT receiver, HDMI CEC, and includes RS-232 serial control support. The display provides one-touch-play with connection options for multiple devices such as HD set-top boxes and digital signage media players. The display can be installed for multi-screen applications in hotels, restaurants, bars, and retail outlets that require duplicated setups and customizable preset options. The built-in HDBaseT input provides a simple one-RJ45 (single wire) drive to the remote-mounted displays without quality loss of audio or video. The CDE4803-H is equipped with Flicker-Free and Blue Light Filter technologies for a more comfortable viewing experience. Integrated vController software offers easy maintenance and intuitive interfaces for remote management, OSD-related settings, and scheduling on deployed displays through RS-232 via a PC server or laptop.