



INTERACTIVE VIDEO WALL DRAWS VISITORS TO ICONIC MUSEUM

HIGHLIGHTS

Location
Los Angeles, California

Industry
Museum

Application
Digital Signage



Housed in the historic Hollywood Theater, - built in 1938 - the Guinness World of Records Museum is a Hollywood Boulevard mainstay. Each year the museum attracts thousands of visitors, who delight in seeing life-size depictions and exhibits about the unrivaled feats and attributes of the world's famous and not-so-famous. Since the museum sits amidst the many tourist attractions, its owners—who also operate other popular sites such as the Ripley's Believe It or Not Museum—decided that a state-of-the-art video wall would call attention to the museum and entice visitors into its unique world of facts and firsts. The owners chose Planar's Clarity™ Matrix LCD Video Wall System for a number of reasons, including its ability to realistically display virtual avatars that mirror the actions of visitors, giving them a sense of participation and creating a memorable interactive experience.

The Clarity Matrix video wall was installed in June 2010 by Planar AV systems integrator Electrosonic; Los Angeles-based Electroland created the content and the interactive experience. The video wall, which is four panels wide and three high (4x3), grabs the attention of patrons and passersby from its street-level position in the museum's entry. The content is driven by public participation, so it is always changing and thus continually attracts attention and interest.

The visual performance of the video wall brings the avatars and other content to life. The displays offer a brightness of 700 nits, contrast ratio of 3000:1 and support for 16.7 million colors. Combined, these attributes deliver vibrant and stunning images.

Equally important, museum owners needed a video wall that would stand up to Los Angeles' often soaring heat, and operate dependably for long periods of time. Here, Planar's extensive experience in the design of video walls for public venues came into play. The company's engineers designed Clarity Matrix with the EasyAxis™ Mounting System, which allows for precise alignment of all LCD panels and a depth of less than 5 inches from the mounting surface. As a result, installation was fast, valuable space in the entry area was preserved and power supplies and other components could be conveniently located in a nearby rack room. The design keeps depth, weight, heat and potential points of failure to an absolute minimum.

An added benefit of the EasyAxis Mounting System is serviceability. Should a panel need to be serviced, this can be accomplished quickly, without disturbing other panels. Subsequently, technicians can easily return panels to their original positions, re-establishing the virtually seamless image area. A mere 7.3 mm pixel-to-pixel gap separates the panels.

The Clarity Matrix LCD Video Wall System helps the Guinness World of Records Museum differentiate itself in one of the most competitive tourist areas in the United States, if not the world. The system is unique in form and function, reliable and long lasting. It demonstrates how innovative technology—combined with top-notch design, integration and installation services—can add engaging, interactive experiences at museums and other public venues.

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