

NEC Display Solutions Client Installation **Corporate**

NUMBER 6 BEVIS MARKS

IMPRESSING VISITORS WITH SCALE, DRAMA & DIGITAL IMPACT

A prestigious new office space in the heart of the city is leading the way with a pioneering 15 metre long videowall in its state of the art reception area. Visitors are simultaneously impressed, informed and entertained when they enter Number 6 Bevis Marks with dynamic visual technology from NEC, which delivers a lasting impression.



Number 6 Bevis Marks is a new build, 16 storey office block in a prime location in the heart of the City of London. Completed Autumn 2013, the 230,000 sq ft construction replaces an outdated building and reconnects the existing streets and outdoor spaces. Its design enhances the setting of a number of important neighbouring buildings, increases the public space and creates outdoor roof terraces to enjoy the City skyline.

THE CHALLENGE

The spacious and impactful design of the building naturally extends to the dual entrance reception lobby where the architect, Fletcher Priest, envisioned a dramatic and imposing visual technology installation to welcome and inform visitors whilst establishing the future-facing credentials of tenant corporations.

With usage to be wide ranging including presentation of artwork as the lobby plays host to artistic exhibitions, a huge videowall installed along

one wall was to become the digital centrepiece of the reception area. Key requirements demanded the flexibility to display content from multiple sources or to display a single image across its entirety with control easily managed by staff on reception which is operational 24/7.

THE SOLUTION

NEC partner MediaZest integrated the 26 screen videowall configuring 13 x 2 NEC 55" HD LED backlit displays with Ultra Narrow bezels creating a virtually seamless appearance. Capable of 24/7 operation, the quality and reliability of NEC is crucial to the longevity and performance of the installation. Mounted on Peerless wall brackets, the multiple adjustment enables precise alignment of the screens.

Controlled using a Matrox videowall processor, fourteen video source inputs, including multiple media players and a multiple output PC can be

broadcast simultaneously, simply managed using the Matrox iPad App which enables reception staff to manage the transition between different content or to display a single image across the wall.

Content sources include a live stream from the HD rooftop camera for stunning images of the London skyline and a live feed from TfL for current London Underground Service updates.



"Videowalls are a very effective tool to impress and engage with people. Falling prices of digital screens and improved HD quality, means large format displays are becoming an affordable and impactful option," says Trevor Smith, Business Development Manager at MediaZest. "The image quality of NEC's High Definition displays along with their ultra-narrow bezel width creates an overall effect which is simply stunning."

Andy Hankin, Projects Director at Skanska Construction was impressed by the efficiency and performance of the installation: "An installation as unique and technically sophisticated as this was never going to be easy, but MediaZest made it seem so. They really got what we needed, designed a system that works brilliantly and all on time and on budget."



THE RESULT

Trevor continues, "Entering Number 6 Bevis Marks and being confronted with a 15 metre long videowall, one of the longest in town, grabs the attention of visitors. Showing live feeds from the rooftop camera, videos or stills gives the tenants the opportunity to use the videowall for diverse marketing or event purposes. People are impressed, entertained and informed simultaneously and are left with the impression that the building and its companies are up to date and have arrived in the digital age."



INSTALLATION INFORMATION

SITE INFORMATION

SECTOR

Corporate

CLIENT INFORMATION

Bevis Marks, Bury Court, London EC3

www.6bevismarks.com

INSTALLATION DATE

July 2013

INTEGRATION PARTNER

MediaZest Plc

www.mediazest.com

DISPLAY EQUIPMENT

26 x 55" NEC MultiSync®X551UN Ultra Narrow bezel videowall displays

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