

The Samsung MagicInfo system from Medium UK was designed, installed and integrated by Medium UK's Reseller Partner, offering complete support from initial planning of the solution, through to hand-over and training of all staff who would be managing the video wall.

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PCT Project Head



1st floor view of the 40 x 46" Samsung Magic Info UXN Screens



Medium (UK) Ltd

Units 5 & 6
Peter James Business Centre
Pump Lane, Hayes
Middlesex, UB3 3NT

t 0208 813 5777
f 0208 561 9415
e sales@medium.co.uk
w medium.co.uk



technology | Samsung Digital Signage



New 40-screen video wall provides outstanding audio visual solution for state-of-the-art Health Village

This brand new Health Village has five GP practices, plus many other public facilities over three floors, and forms a key part of the community regeneration programme within its local area. The development features a large atrium space with glass above and to the side, forming the main walkway through the building. With such a huge public area available, the local Primary Care Trust, which manages the Village, wanted to find a way to maximise its potential benefits – and decided that a large audio-visual solution could be just what was required. The PCT's Project Head explains further:

“There is an element of funding attached to all our new capital projects which is known as ‘public realm’. This is simply defined in terms of ‘enhancing the public environment’ and has traditionally taken the form of artwork and sculpture. In fact, some specialist and unique pieces have already been commissioned in one of our other capital projects.

With the new Health Village, an idea emerged in respect of how we could adopt the latest technologies into public realm, and the extent to which these could be employed to present artwork, messaging and other forms of media communications to the community, as well as to showcase some of the skills and the work that goes on in this thriving area.”



▲ 1st floor view of the 40 x 46” Samsung MagicInfo UXN Screens

▼ The new Health Village.

A groundbreaking audio visual approach

The Health Village was completed and handed over to the PCT in April 2010, at which time the Project Head set about realising the vision which he had for the atrium space. There were many factors to take into consideration before selecting a suitable solution, not least of which was the sheer size of the wall, and the amount of light which flooded into the atrium, as he continues:

“The initial idea was to project images on the atrium wall, in effect using the wall as the screen. But having explored this possibility on site, we found that there were issues with distance over which we would need to project the images, and also with visibility, due to the amount of natural light within the atrium.

Following some scratching of heads, our supplier suggested that, as an alternative, we could create a ‘video wall’ made up of multiple networked LCD screens, which could be operated individually or collectively to display artwork and media, all controlled from the PCT’s computer network. This also fitted with the funding element attached to public realm.”



The solution - Samsung's MagicInfo UXN

After careful consideration the Project Head selected the Samsung MagicInfo network-ready commercial LCD Digital Signage solution from Medium UK, Samsung's premier value-added distributor. This could be pieced together to create the large video wall which was required in order to fill the atrium space. In this instance, 40 x 46" screens were used, but the solution can in fact accommodate up to 100 screens if required.

To give the impression of one large screen, the UXN version was selected. This offers a very thin bezel, to ensure that the video wall would appear to be almost seamless. The completed wall was then connected to a data point so it could be accessed from any PC on the network, allowing full content management control from a single workstation.





An elegant system with precise control

This approach offers the PCT complete ease of management, as well as the capability to run 'multi content'. This means that the video wall can be split in two different zones which can run different presentations, and these can be set up on a schedule weeks in advance, providing the facility to plan campaigns for both the short and long term.

The screens were supplied and installed in just 10 days, well within the required deadline, and have delivered everything that the PCT requested in terms of visual impact, coupled with flexibility of control. The Samsung solution has provided this Health Village with a unique state-of-the-art display that will provide a valuable communication tool for the PCT and which has exceeded everyone's expectations, as the Project Head concludes:

"The commissioning of the video wall was complete at the point of the building being open to the public and certainly creates the 'wow' factor in the atrium area. We do still need to realise the full potential of the video wall and further meetings have been planned to discuss the content and how this can be managed and changed on a month to month basis.

We like to think that we are pushing the boundaries in respect of public realm, by moving away from the traditional areas and embracing the best of modern technology. The introduction of the video wall was very exciting, but also a real challenge at the same time, and it has been a pleasure to work on the project. Despite some nervous moments, it has been a complete success and has been welcomed by the general public and occupiers of the building. It's a project really well done!"

Samsung are extremely proud to be associated with this project. This is the largest Samsung video wall to be installed into the Public Sector across Europe currently and is a landmark installation.

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TURN ON TOMORROW