

case study



Mediastream Solutions
Paradise Forum,
Birmingham, England

Paradise Forum Shopping Centre installed
Two large 15 screen video walls incorporating
live TV, advertising, news & travel information.



Overview

- A single Nexus Video Wall Player is used to drive the entire array of 15 screens.
- The NEC 4020 40" LCD screens were chosen for their world class display quality and ultra-thin 16mm bezels.
- The screens were arranged in a 5x3 strip configuration and uniquely mounted in landscape orientation to seamlessly blend in with the overall interior design space as an architectural feature.
- The Nexus Video Wall treats the entire visual area as one large logical canvas so that any piece of content can span across any number of screens for truly flexible visual layouts with full HD capabilities.
- Content for the video wall is designed, managed and delivered through the network using **AppSpace**.

The Paradise Forum Shopping Centre is a recently re-developed, high footfall commuter route that joins Birmingham's main transport links with its business and shopping district as well as inner city exhibition, conference and event venues.

Two large 15 screen video walls, utilising the thin bezelled NEC 4620, one positioned above each entrance/exit of the centre incorporating live TV, local and national advertising plus local news as well as weather and travel information. Key objectives for the video walls are to provide vital travel and news information to the people of Birmingham as well as giving businesses and initiatives in the Birmingham area the platform to develop within the community. The project also sees Europe's largest single use of directive 'sound shower' audio technology and a 'festival' specification Bluetooth broadcaster which beams latest offers and promotions to mobile users in the centre.

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