



Star Publications
Studio V - One Utama Mall
Kuala Lumpur, Malaysia
January 2009

Nexus and Star Showcase Media Convergence With Studio V

The Star media group engages Nexus to create an innovative digital media experience center with signature interactive exhibits and rich dynamic content. Studio V is the signature interactive venue and showcases complete media convergence.

Overview

- Studio V showcases a number of signature video wall exhibits that are all powered by the Nexus Video Wall software.
- 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 multitude of different layouts for the various video wall exhibits.
- The studio is designed with future connectivity in mind for live audio-visual outputs and broadcast to any of the video wall displays and other devices.
- The multimedia hub also offers gaming entertainment for the general public featuring the Nintendo Wii and other gaming platforms.



“Studio V not only represents a vibrant and virtual center but it is also an interactive venue for all.”

Michael Aeria - Star Publications multimedia chief operating officer.

The Client

Star Publications operates a collective media group including the Star newspaper, Star RFM and Star Online TV. The Star newspaper is Malaysia's leading English Daily and Star RFM is one of Malaysia's top commercial radio broadcasters, currently managing three major radio channels, namely Red FM, 988 and Suria FM.

The Signature Venue

Studio V is Star Publications' flagship broadcast studio located at the One Utama Shopping Complex in Kuala Lumpur, Malaysia. The two-storey multimedia hub, located at the Rainforest area of the mall, brings innovation and media convergence to the Star Media group's content, from print and online news to mobile, radio and video content together under one roof.

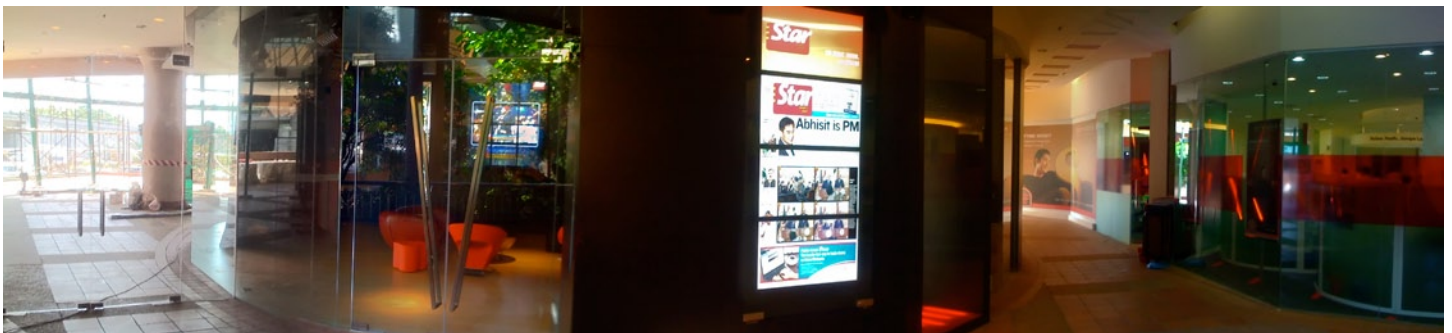


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Creating the Signature Venue

The Studio V venue is the flagship branding vehicle to propel Star Publication's media content to the masses. Nexus played an integral part during the initial planning stages and worked with the Star marketing board to create their signature branding. Nexus helped to enhance the original "Infotainment Zone" idea and Studio V was created as a media communications platform for information and entertainment.

Creating a signature venue with unique requirements was a challenge that required bespoke content creation along with the knowledge and expertise of total AV hardware and software integration. Nexus was appointed by the Star media group to be the prime consultant and helped to plan, design, source and coordinate all development and integration efforts.



Signature Video Wall

- Studio V's main attraction - an interactive video wall that lets the audience view the Star Publication's daily printed news virtually on-screen.
- The screens of the interactive video wall are arranged in a 4x1 formation to mimic a tall portrait news page.
- Using IR beam sensors, people can browse through the virtual newspaper pages by simply waving their hands across the sensors.

True Total Solution Coverage

As the one-stop solution provider to the Star media group, Nexus was able to provide a wide range of services and was responsible for putting together all the mission critical components to the entire installation. The following list summarizes the total scope provided by the Nexus execution team:

- Concept consultancy for AV, software and content
- AV design, selection and commission
- AV installation and integration
- Software procurement including bespoke custom player development
- Content development and integration
- IP CCTV installation
- IR sensor integration for interactive video wall
- Setup and deployment of **AppSpace** On-Premise
- Supply and installation of site data and telephony cabling
- Supply and installation of gaming screens
- AV consultancy (for Nexus supplied audio and output displays)
- AV project management (for Nexus supplied audio and output displays)

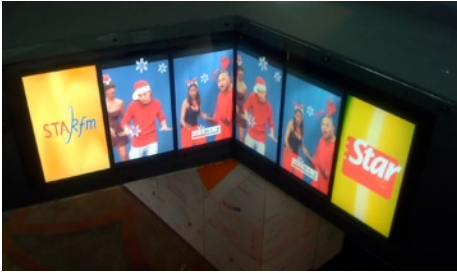
case study



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The Nexus Experience

Continuously pushing boundaries and innovating content experiences, Nexus delivers a number of unique video wall creations using the Nexus Video Wall software. Each video wall is driven by a single PC and with added customizations through a single unified communications platform, the different video walls are able to receive live broadcasts from the studio as well as regularly scheduled content.



Geared for media network usage, the on-premise setup of the **AppSpace** allows tremendous content scheduling flexibility between live and pre-recorded content. All content is managed and scheduled through a centralized online management suite that allows total control over the entire Studio V venue.



Media Broadcast Video Walls

- The dual cloned “V” shaped 6x1 video wall reinforces Studio V’s branding through its unique formation. As the main public display, this video wall features media broadcasts and Star RFM content highlights.
- Two 3x2 video walls with portrait-oriented screens are located throughout the broadcast studio and serve as the main visual backdrop during broadcast sessions.

Star RFM Testimonial

“Nexus provided us a visually compelling solution for our studio and their professionalism, quality of service, dedication and attention to detail during installation and deployment far exceeded our expectations. They worked tirelessly together with us to achieve our vision with a solution tailored to our specific needs and further undertook logistics, IT services and creative production as well. We are proud of the end result and attribute this achievement to their committed and enthusiastic team.”

Brij Dogra - Star RFM Technology Manager

Related Links

Studio V Official Launch Press Release Video: <http://thestaronline.tv/v/2645>