



Sony Professional Solutions

Mode-AL is the preferred supplier for the provision of display structures for Sony Professional Solutions Europe.

Over the last ten years, Mode-AL has worked with the AV system integrator arm of Sony Europe Limited designing, manufacturing and installing iconic structures which fully showcase the latest in Sony innovation. Projects have ranged from the design and construction of structures that support the deployment of the Sony Ziris canvas, through to Video Conferencing and collaboration systems.

The success of these projects has led to a sustained business relationship between technology provider and manufacturer and ultimately Mode-AL's enviable position of being the contractor of choice for integrated structures for Sony Professional Solutions Europe. With a reputation for providing bespoke complex systems that seamlessly integrate with technology, Mode-AL will be working with Sony Professional Services Europe as it rolls out the Sony CLEDIS™ (Crystal LED Integrated Structure) display technology across many applications.

Kin Loong Chit, Solution Architect Manager at Sony Professional Solutions Europe says:

"Mode-AL provides a turn-key bespoke solution that complements and enhances the Sony product. From consultation and design through to delivery, the Mode-AL engineers have placed importance on the quality and craftsmanship of each solution. We are therefore delighted to incorporate Mode-AL into this process."

PROJECTS

Over a three year period, Mode-AL worked with Sony Products Division to develop a repertoire of shapes and structures to deploy the Sony Ziris canvas. This technology allowed content to be streamed in three dimensions on any shape. These unique structures were test built in our facility in Uxbridge which provided an opportunity for content to be reviewed prior to installation. This streamlined approach forms an integral part of Mode-AL's operation for all bespoke projects, ensuring delivery is on time and budget.

Client: Diageo / Bacardi

Technology: Hanging display: 12x46" - Bat Wing

Mode-AL designed and manufactured a hanging digital display stand based on the Bacardi bat wing logo for

drinks company Diageo/Bacardi comprising two stands which could support twelve 46" monitors. Worldwide support at exhibitions over twelve months was also provided and included erecting and dismantling the display. After the exhibitions were completed, the stand was then transferred to Diageo's headquarters in Park Royal, West London.

Client: Sony - World Cup 2010.

**Technology: Free standing display: 9 x 46"/55"
– Half Football**



To celebrate the Fifa World Cup 2010 held in South Africa, Mode-AL also designed and manufactured a free standing digital signage display stand for the Sony brand intended to replicate half a football. The project



comprised the delivery of six stands that could support nine 46" and 55" monitors. These were configured to be collapsed down and packed into flight cases for transport across the globe enabling each continent (excluding Antarctica of course) to display its own system. Once the last football had been kicked and the Jules Rimé trophy was held aloft by the Spanish victors, the signs were placed into the receptions of other Sony corporate headquarters.

Client: I-FLY skydiving simulator, Dubai

Technology: Free standing LCD 25x47" – Lattice



Mode-AL provided a unique, eye-catching structure for the I-FLY Skydiving fascia located at City Centre, Mirdif, Dubai. The structure was designed to support 25 Sony screens each measuring 46". Here, the unique technical challenge was to provide a large structure of no more than 1500kg including 709kg weight for the screens. Mode-AL worked closely with the building's structural engineers to ensure the display structure's compliance with this pre-determined maximum load.