



Video Wall, MV-Brix Type R

Mode-AL Digital Signage – helping to enhance visual merchandising in retail spaces.

THE PROJECT

- Client: Tantrum, Westfield Stratford City, East London
- System Integrator: PSCO
- Technology: Sharp 3x3x 60" LCD Screens

Accessories brand Tantrum opened its first “bricks and mortar” shop in Westfield Shopping Centre, Stratford in 2013. Its range of jewellery and cosmetics is aimed a young female market. Products are merchandised through a ‘story’ with a strong emphasis on communicating a teens/early 20s lifestyle.

AV REQUIREMENT

Akeyelementofthedesignwastoblendentertainment and expertise with information about the products

including the inspiration behind them. The idea that the in-store experience should commence before customers even entered the shop resulted in the installation of a large video wall forming the shop front. Working with system integrator, PSCO, Mode-AL was contracted to design, manufacture and install a unique screen enclosure to house the video wall. This comprised Mode-AL’s MV-Brix Type R modular system single sided monolith and housed an array of nine 3x3 46” NEC LCD screens.

About MV-Brix Type R

Mode-AL’s MV-Brix Type R is the only system available that provides a self-supporting screen array and was ideal for this application. MV-Brix Type R can produce a screen array of almost any size that is only 150mm (6”) deep, hence providing more retail space than any other system.



The rear of the enclosure as shown here has been covered in peg board so it can be used as valuable retail space. Mode-AL can also offer a slat wall or smooth option. With access only required to the faulty screen, on-site maintenance and disruption is kept to a minimum. Our pressurised plenum system constantly supplies filtered air to the gap between the glass and the screen faces, reducing to almost zero the requirement to remove the screens to clean the window as the void always has a higher air pressure than the surrounding area preventing dust or debris to enter the void.

About the exterior

As this Video Wall had to preform a unique dual function of entrance and digital sign, stainless steel cladding reinforcement was added to both ends to conform with the requested security measures. With our in-house design and manufacturing capabilities, we aim to provide an elegant and effective solution for all digital signage, without compromising the look of the content.

The innerstructure is made from strong aluminium and comes in an array of finishes that can be customised and powder coated to suit specific requirements. Entry to the media bay for maintenance is located at the rear and is via a card access system therefore no tools are required to access the playout equipment. The need for specialist access equipment is also not required as each screen can be removed individually.

DELIVERY

The video wall was 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. The enclosure was then installed by the Mode-AL team during the shop's fit-out.