OFFICE LOBBY

Application

Seeking to add some impactful digital signage to their elevator lobby, Neoti installed a large LED video wall in a Chicago office building.

Product: UHD Series

Pixel Pitch: 2.5mm
Panel Resolution: 240h x 136v pixels
Brightness: 650 nits
Refresh Rate: ≥ 2880Hz
Contrast: 5,000:1
Color Depth: 16 bit
Viewing Angle: 160°h / 140°v
Diode Type: SMD 2121
Panel Weight: 16.8 lbs.
Panel Dimensions: (WxHxD)
600 x 337.5 x 99.4mm

neoti.com

Creating a Seamless, Bright Lobby Display

The Challenge
A Chicago Office Building wanted to add digital signage to an empty elevator lobby wall to communicate and entertain viewers as they wait for the elevator.

Neoti's approach was to gather the "4 Ds": distance, domain, design, and details to deliver the proper solution. In this case the viewing distance would range from 3 to 10 feet, prompting Neoti to suggest panels with a relatively small pixel pitch. The second D is domain or environment. The screen was to be mounted on a flat wall, indoors and in a semi-public area. The next element Neoti considered was the design. The screen's primary goal was to communicate and entertain viewers as they wait for the elevator. Lastly, were all the details. The content, the content source, and budget were all taken into consideration.

The 4 D's
Distance
Domain
Design
Details

The Solution
Neoti took into consideration the "4 Ds" and proposed an LED video wall that fit the Chicago Building's vision. The solution was a 4x9 video wall of Neoti's UHD Series 2.5mm panels. These panels were selected because they provide a high definition image while staying within budget. The installation of the UHD Series is also quick and easy with front accessibility. Neoti provided installation services including commissioning the panels.

Working with Neoti
When you work with Neoti you'll receive the same service and support that this client experienced. We're dedicated to working with integrators, architects, consultants, and designers to deliver the right solution. We offer installation services, extended warranties, and on-site user training to ensure a successful project.