

Zones installs video wall for partner marketing and corporate messages



NEC

Zones needed a cost-effective solution to replace the projector setup that was being used for corporate events and partner marketing opportunities. We wanted an impressive way to gain the attention of our target audience and increase linger time with our messaging, a wow factor.

"Video walls are becoming the new standard for displaying video and messaging. With a brighter image and extensive capabilities, video walls offer a more economical, reliable, and flexible platform than projectors," says Patrick Lium, Zone's dedicated onsite digital signage solutions specialist.

A better way to communicate

Located in a high-traffic area at Zones headquarters in Auburn, Washington, the enormous 11-foot wide by 7-foot high video wall serves as an eye catching visual point for campaigns, brand messaging, and corporate events. The video wall provides a 165-inch diagonal digital canvas that combines video, images, and messaging.

A total of nine NEC X554UN professional grade displays were mounted to make up a 3x3 video wall in the main event room. This is where company town halls, partner events, and other corporate meetings are held. After years of working with NEC on customer solutions, Zones knew its displays had the quality and reliability so crucial to this project.

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The video wall installation

As part of the video wall installation, Zones selected Chief's ConnexSys video wall mounting system. The LV SXU model was selected because it solves common video wall challenges of speed of installation, alignment, serviceability, and rigidity. All of these features ensured the installation process went smoothly from start to finish.

Zones partnered with VS Networks for the media player and content management software. VS Networks develops, produces, and supports customized marketing solutions for digital signage. Specializing in cutting-edge digital and interactive signage, VS Networks designs fully manageable and scalable systems built to fit the solution to a customer's challenge.

To guarantee maximum uptime, SurgeX provided power protection that eliminates catastrophic surges without any negative after effects. The SurgeX SX-DS-156 easily attaches to the wall and protects the entire solution. With protection like that, Zones doesn't have to worry about power disturbances affecting the displays.

Ingram Micro Professional Services was selected to complete the installation as they are the only full-service distributor that offers resources and programs dedicated to digital signage. Installation services include comprehensive site surveys, pre-sales consultative expertise, and installation capabilities. With all the components on hand at Zones headquarters, the installers had the displays mounted to the wall and the system running within four hours.

What's delivering the Zones message

As an IT solutions and services provider, Zones had a significant advantage when it came to source the total solution and then identify and recruit qualified solution provider partners.

The products and services used for the Zones video wall include:

- > 9 – NEC X554UN 55-inch Ultra-Narrow Bezel Professional-Grade Large-Screen Display
- > 1 – VS Networks VS-ELA01 Media Player and Content Management Software Solution
- > 2 – SurgeX SX-DS-156 Advanced Power Protection for Multi-Panel Displays
- > 9 – Chief LV SXU ConnexSys Video Wall Landscape Mounting System
- > Ingram Micro Professional Services