Next Stop: Matrox Maevex AV-over-IP

Clear Channel Norway and Maevex H.264 Encoders & Decoders Stream Signage to Commuters in Oslo

Challenge
Composed of 6 lines and 100 stations, the Oslo metro system features an annual ridership of over 80 million. Considered prime advertising real estate, the metro system presented delivery challenges to digital signage integrator Clear Channel Norway.

Tasked with providing content to 176 screens, Clear Channel Norway originally connected the screens to PC players housed in nearby machine rooms. Unfortunately, regular power shutdowns left the screens blank, leading to lost advertising revenue.

 Jonas Michael, Head of Digital Development and Operations, Clear Channel Norway

“...the environment was difficult for us to handle. We needed to find a different solution to transmit the signal from the player to the screens,” said Jonas Michael, Head of Digital Development and Operations at Clear Channel Norway.

Solution
Clear Channel Norway turned to Maevex™ as their first choice, as the product fit their requirements to distribute high-quality video and audio over IP at low bitrates.

“...we needed to find a different solution to transmit the signal from the player to the screens,” said Jonas Michael, Head of Digital Development and Operations at Clear Channel Norway.

Content is placed on a PC media player in the operations center. A Maevex AV-over-IP encoder captures and encodes the signal, and streams it to the IP address of a decoder for display on remote digital signage at the metro locations.

Result
Now, when the power comes back on, the screens work, without any issues. At the moment, the set up is located in three stations, but Clear Channel is working on expanding the network to the remaining seven. According to Michael, the success of Maevex here is a huge accomplishment, but not a big surprise.

“...we feel very strongly that the solutions Matrox produces cannot be compared to home office or consumer products and meet a high grade of industrial standard. Matrox products are built to last,” he said. “It was a no-brainer for us to select Matrox.”

Jonas Michael, Head of Digital Development and Operations, Clear Channel Norway

Shopping Mall Mounts 45-Foot-High Digital Signage

Integrators leveraging Scala software can now incorporate live content within signage and attract even more eyes with high-quality, low-bandwidth Matrox Maevex™ AV-over-IP devices.

“The Scala platforms make it easy to control live video as just another element in signage displays,” says Ron Berty, business development manager, Matrox Graphics Inc.

Maevex H.264 encoders distribute eye-catching content at low bitrates & cost over standard IP networks and are now validated for use with the popular signage platform.

Live feeds distributed by Maevex are now easily positioned and scheduled within Scala signage just like any other content, in venues ranging from campuses to restaurants.
New! Matrox Mura™ IPX

High-quality 4K H.264 encoding and decoding for flexible multi-stream density at low bitrates

Unveiled at InfoComm 2015, Matrox Mura™ IPX is a new line of award-winning 4K capture and IP encode/decode PCI Express® boards engineered to provide best-of-breed hardware and software for OEMs and system builders to deliver the market’s most advanced capabilities on their network-based video wall controllers. Mura IPX boards are ideal for applications involving high-density capture, encoding, streaming, recording, decoding, displaying, and control.

“This new Mura IPX hardware... gives system integrators the essential building blocks to deploy advanced video wall controllers ideal for control rooms, digital signage, AV presentation systems, and more.”

David Chiappini, vice president of research and development, Matrox Graphics

Optimally designed to work with Mura MPX video wall capture and display boards or Matrox C-Series™ multi-display graphics cards, Mura IPX boards pack 4K capture plus high-density encode and decode functionality onto a single PCIe® card to simplify integration and reduce installation costs.

The MURA-IPX-I4DF 4K capture and IP decode board provides four HDMI inputs for direct high-resolution 4Kp60 or 2560x1600p60 capture plus H.264 decoding of up to two 4Kp60, four 4Kp30, eight 1080p60 or sixteen 1080p30 streams.

“This new Mura IPX hardware... gives system integrators the essential building blocks to deploy advanced video wall controllers ideal for control rooms, digital signage, AV presentation systems, and more,” said David Chiappini, vice president of research and development, Matrox Graphics.

Unique Signage Video Wall Strip Wraps Around Retail Store

Matrox C680 multi-display graphics card drives engaging six-monitor video wall to deliver a unique shopping experience

Seeking to modernize their St. Helier, Jersey retail store, telecom Sure International contracted integrators Image Technique, who, collaborating with design partner Acquire Digital, delivered a high-quality digital signage installation powered by the six-output, single-slot Matrox C680 graphics card.

Matrox C680 multi-display graphics card drives engaging six-monitor video wall to deliver a unique shopping experience

Emphasizing customer interactivity, the installation as a whole has resonated positively with customers.

Service Providers
Acquire Digital led the design of the software and the content management system (CMS) integration, while Image Technique oversaw the hardware end of things from testing through site sign-off.

The goal was to enrich the customer experience by increasing interactivity and autonomy, while reducing wait time in the process. One way of achieving this was through a six-monitor digital signage video wall designed to wrap around the store.

Image Technique was familiar with Matrox Graphics and was impressed by the recently launched C680 graphics card: a high-performance, six-output, single-slot board that is capable of driving six 4K displays, which perfectly fit this specific install's requirements.

“We required a... graphics card to create a video strip utilizing six 46-inch HD Philips screens,” said Paul Midwood, Image Technique group business development manager. “[The C680] performed excellently and the artwork looked professional, crisp, and fluid.”

More Displays, More Locations

“Sure is incredibly happy with the installation, with fantastic feedback as a result of the increase in footfall, revenue, and sales across the in-store offering,” said Midwood.

The success of the installation is good news for all parties, who are already planning on redesigning additional locations in much the same manner.

“We will certainly be using Matrox C-Series moving forward on this and other projects,” said Midwood.

To read the latest customer success stories, visit matrox.com/graphics.