Panoramic Installation Rejuvenates Nightclub

The Matrox M9188 takes center-stage in Las Vegas at InfoComm 2010 in booth #N1774 (Digital Signage Pavilion). Matrox M9188 is the world’s first single-slot PCIe x16 DisplayPort graphics card that drives a total of eight displays. Add a second M9188 into the same system and drive up to sixteen displays using the Matrox Joined Graphics card mode. With 2GB of memory, resolutions up to 2560x1600 per output, and a slew of Matrox PowerDesk features accompanying this graphics solution—it is sure to turn heads and have you seeing big.

For more information on the Matrox M9188 visit the Matrox Booth #N1774 (Digital Signage Pavilion). Matrox Graphics, Inc. was a big part of the presentation, delivering innovative multi-display solutions since 1976.

The Company
Club Vanilli has long been considered one of Austria’s leading nightclub establishments. Located in Linz, the club boasts a distinctive style that has top national and international DJs catering to an upscale clientele, ranging from the over 20 generation up to the ‘children of the 80s’.

The Challenge
Not interested in simply sustaining a competitive position as Linz’s nightclub leader, Wolf Dieter Holzhey, owner of Club Vanilli, wanted to distance himself from the opposition by reinventing the establishment’s interior layout. Working with what can be described as “a typical nightclub setting with several bars and designated lounging areas,” Holzhey looked to vitalize the club with an arrangement of LCDs that were to be positioned strategically in high traffic areas. Holzhey outsourced the digital signage project to KRAFTWERK Living Technologies GmbH, who entrusted the V3 duo 4youreye to manage the panorama layout installation.

With 15 years worth of video jockeying experience, 4youreye partners Eva Bischof-Herlbaurer and Gerald Herlbaurer have managed a wide variety of digital signage installations for a number of different applications, including nightclub locales. After carefully examining the existing infrastructure and taking into account Club Vanilli’s chic clientele, they proposed a bold new layout: over 40 side-by-side displays encircling the entire club.

The Solution
KRAFTWERK Living Technologies GmbH, Austria’s leading provider of complete technical solutions for the entertainment industry, installed all displays including cabling. 4youreye took care of the computer hardware part of this ambitious installation and considered a number of multi-monitor technologies before ultimately selecting the Matrox TripleHead2Go Graphics Expansion Module (GXM), an external multi-display upgrade that connects directly to the computer’s monitor output to drive three displays.

Despite the Matrox recommendation of using one TripleHead2Go under Mac® OS X, 4youreye was intrigued by the GXM’s multi-display potential and decided to do some experimenting on their own. After several trial runs in a variety of multi-display set ups, they eventually engineered the right GXM/system combination: 15 Matrox TripleHead2Go Digital Edition units connected to three M33-synched Apple® Mac Pro workstations powering an astonishing 42 displays! Each Mac Pro was equipped with three dual dual-link DVI-enabled graphics cards, allowing for five TripleHead2Go units per computer to successfully run 14 displays from a single system.

The Result
The installation has been running flawlessly for close to two years while being conveniently operated by non-IT-specialists. More importantly, the unique visual concept has given Club Vanilli the market differentiator they were looking for, providing customers with a much more enjoyable clubbing experience, while simultaneously cementing their position as Austria’s premier nightclub—Club Vanilli—and their patrons—could not be happier.
Great Digital Signage Brewing at Aroma Café

YCD Multimedia Uses Matrox Graphics Cards to Drive Interesting Digital Signage at Israel’s Aroma Shefayim Café

About YCD Multimedia
As a leading provider of smart in-store digital media solutions, YCD Multimedia offers an end-to-end solution that enables retailers to realize rapid, measurable returns on investment from in-store digital media.

For a decade, YCD has led the field in promotions and pricing across the different cultures and many currencies across their café chain, as well as gain full control over their marketing materials. In addition, for this particular café in the Shefayim courtyard, the design incorporated comfortable seating arrangements for prolonged stays, as well as the attention of the customer,” says Zeevi.

“Matrox cards are very stable, and allow YCD [Player to run HD content with] high-performance on a wide selection of horizontal-monitor design.

“Matrox offers a range of multi-display solutions for all integrations.

About Matrox Graphics, Inc.
Matrox Graphics is a leading manufacturer of specialized graphics solutions for professional markets such as finance, digital media, medical imaging, industrial, and enterprise computing.

In-house design expertise, top-to-bottom manufacturing, and dedicated customer support make our solutions the premier choice in industries that require stable, high-reliability products. Fortune 1000 companies rely on our multi-display solutions—dual, quad, and beyond—to increase productivity and improve decision-making by enabling them to see more and do more.

Founded in 1976, Matrox is a privately held company headquartered in Montreal, Canada, with representation and offices in the Americas, Europe, and Asia. We focus on designing graphics solutions for industries that require stable, high-reliability products. Long product life cycles, ease of deployment in corporate environments, and feature sets aimed at solving specific, real-world business issues set Matrox Graphics apart.

For more information and regular updates on Matrox products, visit www.matrox.com/graphics.