A Digital Reinvention of the Corporate Lobby

YCD Multimedia combines three Matrox M9140 graphics cards within its 4K MuVi Wall system to drive a 12-monitor video wall

By Stephen Choi, Matrox Graphics Inc. and Patrick Gough, YCD Multimedia.

Summary

Red Ventures, a leading marketing and sales company based out of South Carolina, looked to install a multi-monitor setup for their new corporate lobby and contacted YCD Multimedia for digital signage direction. Taking advantage of the available real estate, YCD deployed a new MuVi Wall™ video wall that distributes 4K, ultra-high-definition content across a 12-monitor configuration. The video wall computer uses three Matrox M9140 quad-monitor graphics cards all from a single centralized solution, enabling Red Ventures to showcase their latest wins and upcoming technologies on an engaging and informative platform.

The Challenge

Red Ventures is considered one of America’s most innovative direct marketing firms and wanted their new corporate headquarters to reflect its forward-thinking philosophy by leveraging modern digital decor. With this in mind, the leadership team suggested that a multi-monitor installation serve as their new lobby’s centerpiece, which would alluringly communicate the most current company news from an affordable, centralized system.

“We’re a technology company, so when we began laying out plans for our new headquarters, we wanted the space to showcase our innovation and culture in a unique way,” said Kylie Craig, Director of Corporate Communications at Red Ventures.

With little in-house experience dealing with this type of technology, Red Ventures approached renowned digital media solutions experts YCD Multimedia to manage the digital signage installation.

The Solution

YCD has designed customized video wall solutions for a variety of global clients, but after examining the lobby’s wall design, they seized the opportunity to launch their newest MuVi Wall system: a 12-monitor video wall capable of displaying 4K resolution content in any size, of any matrix, and at any angle.
YCD considered several video wall configurations, but ultimately determined that a 3x4 matrix would offer the greatest visual impact for its audience. Powering the displays are three Matrox M9140 low-profile PCI Express (PCIe) x16 quad-monitor graphics cards, which are all housed within a single Microsoft® Windows® 7-based, Dell T5500 workstation. While standard Matrox drivers support only two M-Series graphics cards within the same computer, Matrox and YCD were able to successfully engineer an energy- and cost-efficient, triple-M9140 setup that delivers optimal multi-display graphics performance without the need for additional power, support, or hardware.

The full-featured system also comes integrated with the YCDIPlayer digital playback device. The YCDIPlayer allows Red Ventures personnel to conveniently manage multimedia content into playlists and layouts from a user-friendly interface while the featured Elecard 4K codec drives ultra-high-definition video content in customizable display configurations.

With the next-generation YCD video wall, Ziv Levavi, Director of Operations at YCD Multimedia explained, “We are able to have 12-output capabilities from one single, off-the-shelf computer without sacrificing any of the functionality or flexibility of our MuVi Wall product.”

The Result
A video wall measuring 9.5x12 feet now decorates Red Ventures’ new lobby, promoting the company’s latest developments to captivated employees and customers. From an operational standpoint, IT personnel expertly manage an intuitive digital signage system requiring little to no intervention. The MuVi Wall solution has exceeded Red Ventures' expectations and they couldn’t be happier with the results.

“The video wall is the jaw-dropper in our new 90,000 square-foot space,” said Craig. “With 12 screens, rotating images, videos, and messages 24/7, every guest who walks through our door is blown away. We couldn’t have picked a better partner than YCD.”

For More Information
The Matrox M-Series multi-display graphics cards render pristine images across up to eight high-resolution monitors at resolutions up to 2560 x 1600 for an exceptional multi-monitor user experience. With up to 2 GB of memory and advanced desktop management features such as stretched and independent desktop modes, M-Series drives business, industrial, and government applications with extraordinary performance. M-Series graphics cards are easy to integrate into a wide variety of systems. Contact Matrox Graphics to learn more.