

WHITE PAPER

LED VIDEO WALLS: THE FUTURE OF EXHIBITION PRESENCE

In this white paper you will learn how LED video walls improve exhibition presentations. They offer flexible, high-quality presentations and attract maximum attention, while the technology is easily customisable and sustainable, taking the exhibition presence to a new level.

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WHAT ARE LED VIDEO WALLS?

LED video walls represent the next level of visual communication at exhibitions and events. These innovative displays consist of modular LED panels that can be flexibly combined to create impressive, customised screens of any size and shape. Whether square, rectangular or free-form, LED video walls adapt exactly to the requirements of your exhibition presentation and create a visual presence that both captures the attention of visitors and conveys your message in the highest quality.

Utilising the latest LED technology, this type of video wall not only enables impressive real-time content display, but also easy remote control and maintenance. This flexibility is particularly valuable in dynamic environments such as exhibitions, where it is important to adapt content quickly and easily. With an LED video wall, every exhibition stand becomes an unforgettable experience that not only visually inspires, but also raises the interactivity and reach of your brand to a new level.



LED-Panels for customised advertising spaces

Our LED video panels are rented individually and each panel measures 49.6 cm x 49.6 cm. This modular solution offers you unlimited freedom in the design of your advertising space and enables precise customisation to your needs.

YOUR ADVANTAGES AT A GLANCE:

- Flexible arrangement and size: You can combine the panels individually to create the perfect arrangement for your advertising message - be it for an exhibition wall or the entire exhibition stand.
- Versatile formats: The LED panels can be installed in various shapes:
 - Straight line
 - As a curve (concave or convex - curved inwards or outwards)
 - Corners can be easily integrated
- Modular adaptation: Thanks to the modular structure, almost any size and shape can be realised, provided that the stability and statics of the surface allow this.
- Secure hold: For maximum stability, the panels are connected to each other at the back with bolts, which ensures a secure and stable connection.

With this innovative and flexible solution, you can realise your advertising messages according to your wishes and requirements to make your exhibition presentation or event an unforgettable experience.



STRUCTURE & POSITIONING

of LED video walls

When installing LED video walls, it is important that the outer sides (at least right and left) of the entire wall are connected to a frame section to ensure the necessary stability. These frame parts can be covered with fabric or other materials to achieve an unobtrusive look.

The B62 frame system is specially designed for the use of LED modules. With different frame sizes, almost unlimited combinations and customisations can be made. In addition, doors, columns or illuminated graphic walls can be used as a contrast to the LED video wall to complete the overall picture.

The B62 frames are particularly lightweight and adapt to any type of exhibition stand concept. The seamless transition between the individual LED modules creates an impressive, coherent LED graphic on the exhibition stand.

Important notes on mounting and positioning:

- Distance to the edge of the stand: A distance of approx. 50 cm should be maintained behind the video area to the edge of the stand in order to provide sufficient space for mounting the panels.
- Professional installation: Installation should be carried out by an experienced and qualified installation team to avoid errors and damage.

Power supply and cable connection: The panels are connected to each other via cables that lead to a controller. This ensures that each individual panel displays the correct image and that the power supply is guaranteed.

With this structured and flexible solution, you can ensure that your LED video wall is both stable and visually impressive.



Control of LED video walls

Thanks to modern technologies, LED video walls can now be controlled without an additional computer. All that is needed is a controller with a simple on/off switch to operate the video wall. If mobile internet access is available at the respective location, remote access to the control of the LED video wall is also possible.

Video content on LED video walls

The video content played on LED video walls is as individual as each company's exhibition presence. With LED video walls, you can display moving images, videos and PowerPoint presentations to get your message across effectively. Anything you want to show on your laptop can easily be played on a large LED video wall at your exhibition stand.

Frequently used content on LED video walls:

- Product and image videos: These videos are the most common content shown on LED video walls during exhibitions.
- Sound playback: Sound can also be played as long as the material shown contains an audio track and an external speaker is available.

Adaptation of content: By regularly changing the material on display, you can give your exhibition stand a new design and theme at any time.

16:9

4:3



LED video walls for interactive presentations

- Promotions and competitions: These can be presented quickly and easily on the LED video wall with a high level of attention.
- Announcements: Make your exhibition announcements visible on the video wall and reach a wider target group.

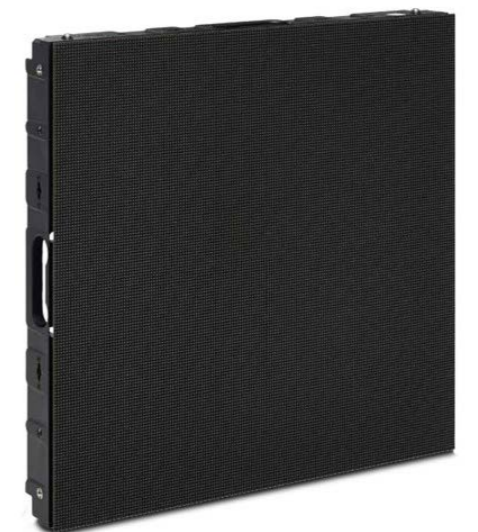
However, the following points should be considered in the exhibition concept to optimise the video content:

Important tips for optimising video content:

In order to correctly display 16:9 videos, as they are known from home TV, the LED video wall should have the same aspect ratio as the content being played.

If the content has a different aspect ratio (e.g. 4:3), adjustments can be made:

- Either by adapting the content or
- By adding or removing panels on the LED video wall.



Disadvantages of LED video walls

Despite the impressive possibilities that LED video walls offer, there are also some challenges that should be considered when deciding in favour of this technology. Whilst they offer many benefits such as high visibility and flexibility, there are also some limitations and potential drawbacks that should not go unnoticed.

- **Costs:** LED video walls are currently still comparatively expensive. This is due to the fact that there are still few providers who offer high-quality and reliable solutions for exhibition presentations.
- **Comparison with alternatives:** Alternatives such as flat screen TVs or projectors with screen combinations are in many cases not comparable with LED video walls. These technologies either do not offer the necessary brightness or cannot be integrated well into the exhibition landscape, which makes them less effective for use at exhibitions.
- **Minimum distance from the screen:** It is important to maintain a certain minimum distance from the screen. At an exhibition stand with a depth of only 1 metre, for example, the LED video wall could appear too intrusive due to its proximity to the aisle and deter visitors.
- **Resolution and viewing distance:** The LED panels currently available have a lower resolution compared to the modern televisions we are familiar with from home use. It is therefore advisable to maintain a minimum distance of 2 to 2.5 metres from the nearest viewer to ensure optimum picture quality.

Fun Fact:

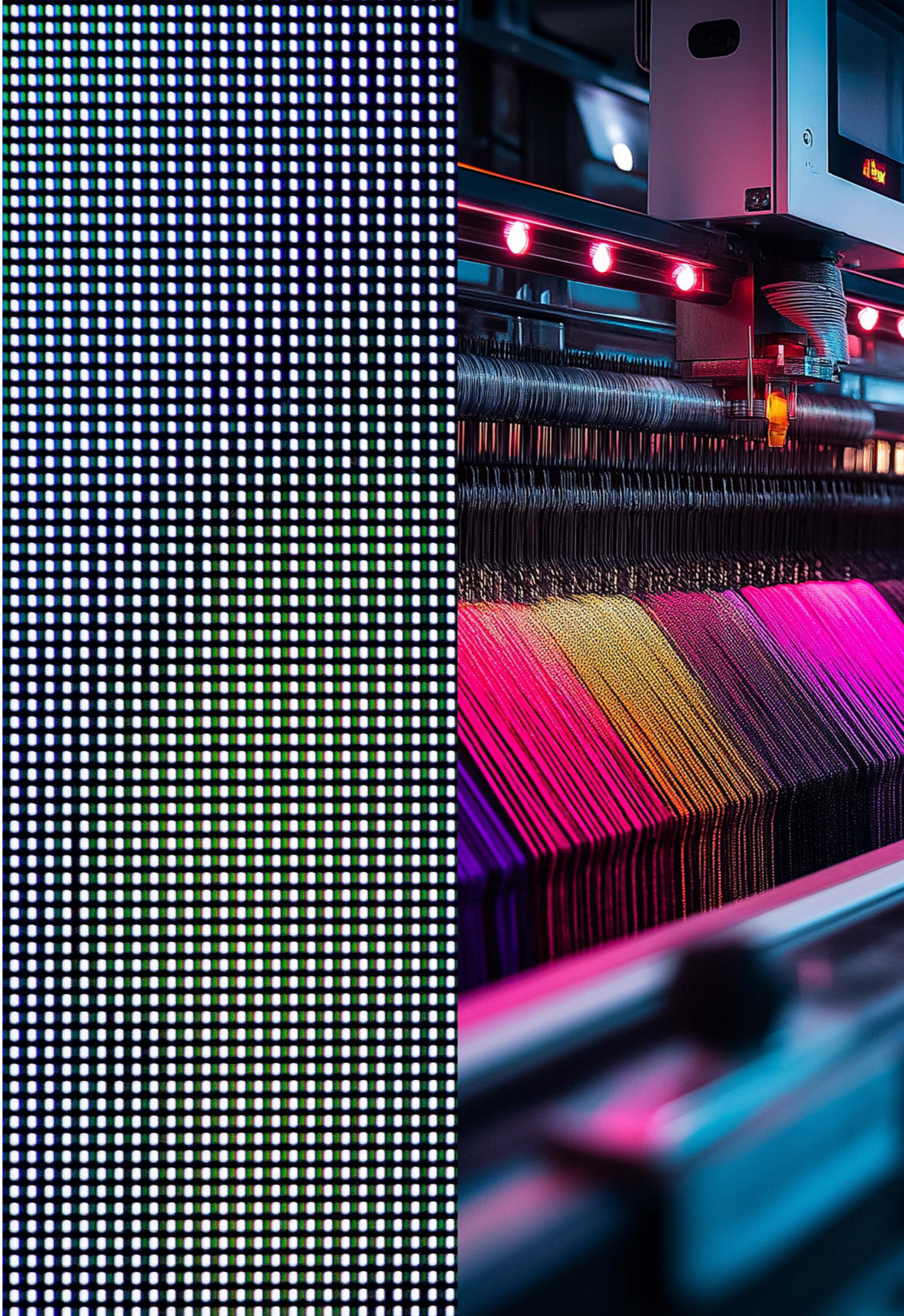
The first LED was developed in 1962 - it was red and was invented by Nick Holonyak, an American physicist.

DIGITAL

LED VIDEO WALL

LED video wall - dynamic content for maximum attention

A digital LED video wall clearly stands out from classic textile exhibition graphics as it can display moving video material in high quality. While a static graphic only shows a single image, LED video walls can display versatile content such as videos, animations or interactive presentations. This dynamism attracts significantly more attention and can draw visitors to the exhibition stand in a targeted manner. Another advantage is the adjustable brightness - LED panels are self-illuminating and therefore highly visible even in difficult lighting conditions or in bright exhibition halls.



TEXTILE

EXHIBITION GRAPHICS

Textile exhibition graphics - classic, but with limitations

Classic textile exhibition graphics are a tried-and-tested solution for exhibition stands, but do not offer the option of flexibly adapting content or using moving elements. They have to be reprinted for every exhibition, which can lead to high printing costs. They also lack the luminosity of an LED video wall, making them less eye-catching - especially in environments with a lot of visual competition.

Lively Exhibition message with sustainability

An LED video wall not only impresses with its high visibility, but also with its sustainability. Thanks to its long service life and reusability, it can - with regular care and maintenance - be used at countless exhibitions over many years. In contrast to conventional exhibition walls, it is subject to virtually no wear and tear, which reduces the need for new productions and disposable materials.

Another advantage is the flexible adaptation to different exhibitions, sectors and themes. As the content is controlled digitally, a company can change its exhibition presentation at any time at the touch of a button - without having to produce new exhibition graphics or physical elements. This not only saves costs, but also helps to conserve resources.



THE MOST IMPORTANT INFORMATION AT A GLANCE

LED

Exhibition video walls

- Seamless, cross-module animations without visible edges
- Individually customisable content, z. e.g. product and image films, PowerPoint presentations
- High-quality reproduction of advertising messages in brilliant quality

Disadvantages of LED video walls

- High acquisition costs still a challenge at present
- Limited choice of suppliers, as only a few manufacturers offer high-quality solutions
- Minimum distance required to ensure optimum visibility

Advantages of the LED video walls

- Cost savings by reducing printing costs for exhibition graphics
- Sustainable alternative to classic textile exhibition walls
- Eye-catcher for maximum attention at the exhibition stand
- Innovative, exclusive and successful - ensures a modern exhibition presence

LED

Panels

- **Flexible design:** LED panels measuring 49.6 x 49.6 cm enable customised arrangements
- **High resolution:**
 - 160 x 160 pixels per panel (3.1 mm pixel pitch)
 - 192 x 192 pixels per module (2.5 mm pixel pitch)
- **Modularly expandable:** New combination of LED panels possible at any time.



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