

**Product**

Planar TVF Series

**Location**

Washington, DC

**Industry**

Government

**Application**

Public Engagement

Digital Storytelling

Presentation System

**Partner**

Design &amp; Integration

Cerami

LSM Architects

Planar LED Display Technology Creates a 21st Century Experience at New Ronald Reagan Institute

## Ronald Reagan Institute

The mission of the Ronald Reagan Institute in Washington DC is to preserve the legacy of President Ronald Reagan and proactively promote his ideals, vision and leadership example through youth education and academic alliances, scholarly work and substantive, issue-driven forums. The Reagan Institute recognizes the importance of technology for achieving that mission and so when it moved to a new location on Black Lives Matter Plaza, close to the White House, LED display technology played a prominent role in the build out of the new office.

“Our foundation had ambitious goals for the Reagan Institute,” said Institute Director Roger Zakheim. “We wanted best-in-class technology, best-in-class design to maximize the experience for anybody who sets foot in the Reagan Institute.”

Technology consultant Cerami developed a full-facility audio visual (AV) design and partnered with AV integrator Design & Integration (DI) to bring a turn-key technology solution to the space. State-of-the-art AV equipment and display systems were installed throughout the renovated facility, highlighted by LED video walls from Planar.



## Two-story LED wall drives public engagement

The center attraction of the new Reagan Institute is a towering 14-foot-wide, 19-foot-high Planar® TVF Series LED video wall with a 1.8mm pixel pitch (TVF1.8) that is integrated in the ground floor lobby. Visible from the street, the video wall offers visitors the opportunity to learn more about President Reagan through enhanced interaction. Using a hand-held interactive touch panel linked to the video wall, people can explore a range of content about the 40th president including imagery, feature videos and footage of his time in office.

As a statement piece, the intent of the LED video wall is to promote the vision of the Reagan Institute, said DI Director of Field Operations Brad Phipps. “The video wall is designed to be inviting to people who are walking down the street—they can stroll into the building and engage with the legacy of Ronald Reagan through an experience that is user friendly and very immersive.”

DI, which also acted as the content developer for the project, worked with 1980-era footage to produce imagery and videos that would align with the resolution of the Planar TVF Series LED video wall and look great on the screen. “Our content team still actively works with the Reagan Institute to create content in-house, which is then sent through a network connection directly to a content player at the institute and onto the video wall,” Phipps said.

*“We wanted best-in-class technology, best-in-class design to maximize the experience for anybody who sets foot in the Reagan Institute.”*

*— Roger Zakheim, Director, Ronald Reagan Institute*



Zakheim said, “Our mission is to promote Ronald Reagan’s legacy—not to just learn about the past but to understand how those principles, ideas and values have relevance today, and one of the ways we can achieve that is through the technology and engagement with the video wall.”

## Versatile technology

On the second floor, the Reagan Institute built a multipurpose room equipped with upgraded technology that includes a live production suite, soft video conferencing system and two Planar TVF Series LED video walls, each nearly 10-feet-wide and five-and-a-half feet tall with a 1.5mm pixel pitch (TVF1.5). The room is designed with a stage and podium and, with support from the technology and systems, is intended as a flexible space to host a range of activities including forums, live broadcasting, streaming and both in-person and virtual events.

Phipps said the Planar TVF Series LED video wall provides versatility both in terms of its uses and for its potential to fit within different spaces. “From an architectural standpoint, the aesthetic quality of the video wall makes for a seamless look,” he said. “The elements that accompany it and how it integrates make for a great finished product.”

*“The video wall is designed to be inviting to people who are walking down the street—they can stroll into the building and engage with the legacy of Ronald Reagan through an experience that is user friendly and very immersive.”*

*— Brad Phipps, Director of Field Operations, Design & Integration*



## About the Planar TVF Series

The Planar TVF Series is an award-winning family of fine pitch LED video wall displays that provide visual excellence for every application. Featuring a cableless and stackable design, Planar TVF Series video walls are assembled with a single-step process to connect embedded power and signal connectors from cabinet to cabinet, reducing the complexity of installation and vertical alignment. With front serviceability and a slim profile of less than three inches, the Planar TVF Series reduces the overall video wall footprint and servicing space required behind the wall—making it simpler to fit in more spaces compared to other LED video wall solutions.