

**Product**

Planar TVF Series

**Location**Research Triangle Park,  
North Carolina**Industry**

Healthcare &amp; Life Sciences

**Application**

Presentation System

**Partner**

AVCON

**North Carolina Biotechnology Center Upgrades 170-Seat Auditorium with Planar LED Display Technology**

## North Carolina Biotechnology Center

Based in North Carolina's Research Triangle Park, the North Carolina Biotechnology Center (NCBC) is a life science economic development organization and the nation's first state-sponsored biotechnology initiative. Founded in 1984, the NCBC helps bring ideas to market, provides custom market research and works to grow North Carolina's cluster of life science companies to meet industry needs. Its mission is to accelerate life sciences technology-based economic development through innovation, commercialization, education and business growth .

NCBC recently partnered with audio visual systems integrator AVCON on a phased project to update NCBC's facilities to the latest technologies and systems. The improvements included the organization's 170-seat auditorium, which was equipped with a projector system that was near the end of its lifecycle. For that space, AVCON President and CEO Frank Yarborough introduced NCBC to the idea of a video wall as a replacement. NCBC consented and AVCON installed a nearly 14-foot-long, 8-foot-high Planar® TVF Series LED video wall with a 1.8mm pixel pitch (TVF1.8) in a 7x7 configuration.



“Going from an older projector system, we encouraged them to consider a video wall solution. We were confident that this would achieve a high-impact transformation for their space,” Yarborough said. “The video wall achieved “WOW-impact”. We’ve had a great partnership with Planar for many years and we weren’t looking at any other supplier. The AVCON team did a phenomenal job implementing and integrating the technology, and when we finished the client was just blown away.”

*“The new video wall really stands out. It increases our relevancy and delivers a pretty obvious wow factor.”*

— Sean Thegen,  
NCBC Audiovisual Specialist

## Compelling presentations

NCBC’s auditorium provides a large, premier space for accommodating a variety of events, from corporate meetings and educational symposiums to seminars, sales kickoffs, product announcements and more. The auditorium is designed for presentations and with the addition of the Planar TVF Series LED video wall, users have a stunning canvas for displaying information as well as for web conferencing and live streaming of events.



“The video wall makes a big difference in terms of clarity and presenting materials—particularly scientific data,” said NCBC Audiovisual Specialist Sean Thegen. “Visibility throughout the auditorium is dramatically improved. It certainly provides a great sales tool for incentivizing people to use the facility.”

*“We basically took them from one to 100.”*

— Frank Yarborough,  
AVCON President and CEO

## A key difference maker

Since NCBC is in Research Triangle Park, home to several prominent life science companies, it became critical that the auditorium’s display technology was modernized to a leading-edge system, according to Thegen. This was a major driver for incorporating the Planar TVF Series LED video wall. “In this market, you definitely want to represent well,” he said. “The new video wall really stands out. It increases our relevancy and delivers a pretty obvious wow factor.”

The aesthetics and image clarity of the Planar TVF Series is a big differentiator, according to Yarborough. “Many organizations in the biotech community and throughout Research Triangle Park use that auditorium. The video wall establishes a whole new level of quality for their organization in terms of offering the facility.”





## About the TVF Series

The Planar TVF Series is a family of fine pitch LED video wall displays with a 16:9 aspect ratio that allows every pixel pitch to exactly achieve popular resolutions, including Full HD and 4K. Featuring front serviceability and a creative stackable design, Planar TVF Series cabinets are assembled like building blocks, eliminating cabinet-to-cabinet cabling and reducing the complexity of installation and vertical alignment. With a profile of less than three inches, the Planar TVF Series reduces the overall footprint and servicing space that is required. This makes the video walls easier to fit in more spaces, compared to other LED video wall solutions.