



Planar Supplies Fine Pitch LED Display Technology to National Association of Broadcasters' New Media Production Studio

**Product**

Planar Fine Pitch  
LED Video Wall

**Location**

Washington, D.C.

**Industry**

Broadcast

**Application**

On-Camera Set Design

## National Association of Broadcasters

In Washington, D.C. the National Association of Broadcasters (NAB) is the premier trade association and voice for the nation's radio and television broadcasters. Representing the interests of its members in federal government, industry and public affairs, NAB helps improve the quality and profitability of broadcasting while encouraging advancements in content and technology. The organization delivers value to its members through advocacy, education and innovation, and works to spotlight the important and unique ways stations serve their communities.

After moving into its new D.C. headquarters, NAB built a state-of-the-art media production studio and hub that is used to create national spots, branded educational content and other productions. A highlight of the new studio is a curved Planar fine pitch LED video wall, 27-foot-long by six-foot-high LED video wall with a 1.8mm pixel pitch. In addition to the video wall, the studio also features five LED displays mounted in portrait orientation. These include a two-foot-long, five-foot-high LED video wall with a 1.8mm pixel pitch as well as four, one-foot-long by five-foot-high LED video walls also with a 1.8mm pixel pitch.



“As the main advocate for broadcasters across the country, NAB has a critical need for advanced audio and video production capabilities,” said April Carty-Sipp, executive vice president of Industry Affairs at NAB. “A studio of this caliber allows us do anything from promotional videos to webinars to digital stories for our trade shows and award programs.”

According to Carty-Sipp, NAB also uses the new studio as a demonstration space for visiting member organizations and television producers that are looking to upgrade or build new facilities. NAB is also beginning to rent out the studio to organizations that want to develop television or video productions.

Among its various productions, NAB’s studio will also be used for a Congressional public service announcement (PSA) campaign. “Around 300 members of congress will come into the studio to shoot between three and five PSAs each,” said NAB Vice President of Media Production Michael Khatcheressian. “It’s a huge amount of content that we will produce.”

With the versatility of the Planar solutions, Carty-Sipp said the fine pitch LED displays can be configured in multiple ways depending on how the studio is being utilized. “We recently held some town hall events and used the curved video wall as a backdrop to display scenic imagery of Washington D.C.,” she said. “Whether its images, logos, interior scenes or video content, it all looks fantastic. Visually, the colors are really strong and the design of the displays fits perfectly with the overall look of the studio.”

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*— April Carty-Sipp,  
Executive Vice President of Industry Affairs,  
National Association of Broadcasters*



