



Products
 Planar CarbonLight LED Displays,
 Planar LookThru Transparent
 OLED Display,
 Planar 4K LCD Displays,
 Custom Displays

Location
 Pheonix, Arizona

Industry
 Education

Application
 Presentation,
 Data Visualization,
 Interactive Presentation &
 Collaborative Learning,
 Digital Signage & Wayfinding,
 Broadcast & Extended Reality

Partners
 Moore Ruble Yudell Architects &
 Planners, HT Consultants, Jones
 Studio, Okland Construction,
 Heckler Design, Elumenati

Spectacular Array of Planar Display Solutions Gives Thunderbird School of Global Management New Ways to Instruct, Collaborate and Visualize Data

Thunderbird School of Global Management

Coinciding with its 75th anniversary, the Thunderbird School of Global Management at Arizona State University (Thunderbird) opened its new, \$67 million state-of-the-art headquarters in downtown Phoenix, following two and a half years of construction. The five story, 110,000-square-foot facility is high-tech and forward-looking in every regard, complete with unique collaboration tools, flexible classrooms and cutting-edge visualization technologies. The building’s architects—Moore Ruble Yudell and Jones Studio—labelled the School as the “most technologically advanced building of any leadership, management or business school in the world.”

To ensure its new global headquarters were outfitted with best-in-class display solutions, Thunderbird selected Planar as its display technology partner. Working closely with Phoenix-based HT Consultants—the School’s primary audio visual consultant—as well as the project architects and general contractor, Planar designed an impressive selection of LED and interactive display installations.



Sanjeev Khagram, director general and dean of the Thunderbird School of Global Management, said, “Our vision is to not only reclaim our position as the most global leadership and management school in the world, but to also be the most digital and technological. That was our mantra for designing and building this fantastic new global headquarters, and it’s the long-term partnerships with collaborators like Planar that has brought it to life.”

Founders Ring

At the front entrance of the building, Planar created a highly custom, circular LED display that is integrated with a steel Thunderbird logo sculpture featuring the names of Thunderbird’s new founders.

The LED ring is a nearly 9-foot diameter (68x2) Planar CarbonLight CLI Series LED video display with a 1.9mm pixel pitch and provides the School with a distinctive LED canvas for branding, key messages or welcoming high-profile guests.

Creating the exceptionally unique, circular-shaped installation required each individual LED module to be custom made. The result—a captivating LED display overlaid with the Thunderbird brand—is symbolic of Thunderbird’s vision to be the most digital leadership and management school globally.

“Our vision is to not only reclaim our position as the most global leadership and management school in the world, but to also be the most digital and technological.”

— Sanjeev Khagram, Director General and Dean,
Thunderbird School of Global Management at
Arizona State University



Digital Global Forum

Located near the building's ground-floor entrance, the Digital Global Forum is a dynamic open rotunda that seamlessly infuses stunning LED displays with the architecture of the space. Built with several modes of functionality, the Global Forum can be used to host a variety of events and presentations, like roundtable discussions and TED-style talks. Stepping into the space, visitors are at once surrounded by smoothly curved LED displays in every direction including a custom 8.2-foot diameter LED sphere with a 3mm pixel pitch suspended from the ceiling.

One of the LED video displays is a 360-degree LED video ribbon measuring 146-feet-long and 6.5-feet-high that is contiguous—both physically and digitally—with a curved 26-foot-wide, 10-foot-high LED video wall installed directly below the ribbon. The uniquely designed LED installation is comprised of Planar® CarbonLight™ CLI VX Series LED displays with a 2.6mm pixel pitch (CLI VX 2.6).

On a separate wall section is a Planar CarbonLight CLI Series LED video wall designed in an 18-foot-wide, 5-foot-high array with a 1.5mm pixel pitch (CLI 1.5). Incorporating motion-responsive technology from design and engineering firm Elumenati, users can make gestures in front of the LED video wall to control content on the LED sphere.

During events or high-profile meetings, the larger Planar CarbonLight CLI VX Series LED video wall is used for presentations or live camera feeds and the 360-degree LED ribbon can support up to 12 Zoom or camera feeds itself.

With the Planar CarbonLight CLI Series LED video wall, users can engage with the motion tracking system to explore solar system and climate-related content on the display and trigger visual representations on the overhead LED sphere. However, Thunderbird has much more in the works. HT Consultants Principal Nathaniel Holland, who designed and specified most of the building's technology, said the sphere can be used to visualize global trends and migration patterns, making instruction more purposeful.

"We've introduced layers of other data sets to simulate different things, including the spread of COVID-19, and water and environmental tracking," Holland said. "The sphere gives them a full presentation device for viewing information in a more understandable and impactful way."



Global Decision Theater

On the third floor, Thunderbird built an immersive, visualization room powered by a curved, 30-foot-wide (40x16) Planar® CarbonLight™ CLI Flex™ Series LED video wall with a 1.5mm pixel pitch (CLI 1.5). Used by major broadcasters' network studios, the Planar CarbonLight CLI Flex video wall provides a spectacular presentation and broadcast background for the room—named the Global Decision Theater.

Thunderbird is also deploying the Planar CarbonLight CLI Flex LED video wall to visualize data analytics and economic simulations. "Using servers, faculty can run different scenarios and have students make test case studies such as simulating the effects of geopolitical events on the economy," Holland said. "Having a simultaneous view of live feed information and simulated information is a great tool for understanding how to make better decisions."

And, with stunning fine pitch LED performance and a smooth curved screen, the video wall can be turned into an extended reality (XR) surround stage and used to engage any person or class around the world," Holland said. "It's a super flexible canvas that can be used in many ways moving forward."

"It's a super flexible canvas that can be used in many ways moving forward."

— Nathaniel Holland, Principal, HT Consultants



Interactive Tables Drive Collaboration

In classrooms on the first floor, Planar created nine multi-touch tables, each comprised of 55-inch ultra-narrow bezel LCD displays with optical touch interactivity in a 3x1 configuration. The interactive displays were built in collaboration with Phoenix-based Heckler Design, which fabricated rugged, powder-coated steel and aluminum table stands for the displays. Each table has 32 cameras built into it for unlimited touch points, enabling six to eight people to engage with each table at the same time, working independently or collaboratively, delivering and a true, multi-user experience.

The tables interconnect with a server network that allows users to send data to other multi-touch tables and monitors installed throughout the building, and even different Thunderbird campuses. With added collaboration and presentation software, students can easily interact, share content and build projects while providing instructors more options for teach in better ways.



Planar Displays, Facility Wide

In addition to the extensive range of custom display solutions, the entire Thunderbird building contains hundreds of Planar monitors and LCD displays for digital signage, wayfinding, presentations and supporting instruction and collaboration in nearly every classroom and meeting space. The Planar solutions include:

- A Planar® LookThru™ 55-inch Transparent OLED Display located at the front entrance and serving as a virtual greeter to welcome guests.
- Three Planar® UltraRes™ X Series 100-inch touch LCD displays in the 5th-floor Thunderbird Pub.
- Two Planar® HB Series 75-inch Huddle Board touch screen displays in the Dean's suite.
- Hundreds of Planar 4K LCD displays in nearly every classroom and meeting space, ranging in size from 55-inch up to 100-inch, featuring multi-touch and non-touch models.

About the Planar CarbonLight CLI & CLI Flex Series

Featuring patented carbon fiber frames and a modular design, Planar CarbonLight CLI Series LED video wall displays are uniquely lightweight, thin and strong. Refined mechanical construction gives the displays the versatility to fit a wide range of different applications, including free-standing, hanging, wall-mounted and ceiling-mounted installations. Front-side installation and service shrink the overall video wall footprint and servicing space needed behind the wall, making it simpler to fit in more spaces than other LED solutions. With Planar CarbonLight CLI Flex Series, customers can create eye-catching concave or convex curved LED video walls, The series of pliable LED modules offer a more visually appealing alternative to faceting flat LED cabinets into segmented curves, creating smoothly curved LED video walls, waves, halos or column wraps.

About the Planar CarbonLight VX Series

Planar CarbonLight VX Series are carbon fiber-framed indoor LED video wall and flooring displays that feature exceptional on-camera visual properties and deployment versatility for a wide variety of installations, including virtual production and extended reality. With a wide color spectrum and narrow pixel pitches, including fast frame and refresh rates, the LED display solutions deliver excellent in-person and in-frame visual performance.

About the Planar LookThru

Planar LookThru Transparent OLED (organic light emitting diode) displays deliver all the benefits of digital signage while allowing viewers to see products or scenes behind the display for truly see-through installations. The transparent, 55-inch OLED displays are designed for retail merchandising, corporate displays, museum exhibits, award or trophy cases and more.

Planar 4K LCD Displays

Built for the most demanding applications, Planar's large format 4K LCD displays deliver high durability and performance for professional applications. With higher brightness, robust designs for up to 24x7 use and options like interactive touch, multi-source viewing and portrait or landscape orientation, Planar 4K LCD displays fit every need with various sizes, brightness levels, functionality and prices.

