



NBC Olympic Studio Paris 2024

PRODUCT

Planar Luminate Ultra Series
Planar DirectLight Pro Series

LOCATION

Paris, France

INDUSTRY

Broadcast

APPLICATION

On-Camera

Planar LED Video Walls Selected by NBC Olympics for Production of 2024 Summer Olympics Games in Paris

NBC Sports selected Planar to provide LED video walls for its production of the 2024 Paris Olympics and Paralympics, July 24 - August 11, and August 28 - September 8, respectively.

NBC Sports utilized Planar's award-winning LED solutions to present high brightness and superior precision for unrivaled image detail, helping NBC Sports route the excitement in Paris back to viewers watching coverage of the Games in the United States. NBC Sports' production featured Planar® DirectLight® Pro Series LED video wall in a 1.2 millimeter pixel pitch, as well as an outdoor Planar® Luminate™ Ultra Series LED video wall in a 1.5 millimeter pixel pitch for its production of the 2024 Olympic and Paralympic Games.

"Planar has been a long-time trusted partner of NBC Sports," Atila Ozkaplan, VP of Production Operations, Olympics. "We're excited to continue to feature their LED display technology in Paris and use their latest fine pixel pitch outdoor LED product line for the first time in our Primetime studio, showcasing the incredible visuals created by our talented graphics teams in their full vibrancy."

Planar has worked with NBC Sports since 2016, assisting NBC Sports' production efforts at previous Olympics and other major international sports events in Asia and South America.

"Planar's state-of-the-art LED video walls seamlessly disappear inside many of the world's finest broadcast studios, enabling elevated storytelling and unmatched viewing experiences," said Planar Executive Vice President Adam Schmidt. "We're delighted to once again support NBC Sports for another legendary presentation with visualization solutions that reliably deliver for broadcasters and viewers alike."



About Planar Luminare Ultra Series

Planar® Luminare™ Ultra Series LED video wall displays are designed to bring to outdoor environments the same level of image detail historically reserved for indoor spaces. Their fine pixel pitch supports comfortable viewing from as close as 7 feet, and high brightness ensures visibility even in direct sunlight, easily facilitating any outdoor application from transportation and retail signage to company picnics and poolside cinema. They are excellent for indoor spaces with high ambient light as well. The MicroLED 1.2mm model is the finest outdoor pixel pitch in the industry.

About Planar DirectLight Pro Series

Planar® DirectLight® Pro Series fine pixel pitch LED video walls deliver beautiful imagery to suit every indoor, fixed installation application. The TAA-Compliant, front-service video walls feature models with high bandwidth, reducing deployment complexity and maximizing overall efficiency. For wider processing and feature flexibility the displays are compatible with the Planar® WallDirector™ Video Controller, Brompton Technology® and Colorlight.

