



Product

Planar MGP Series

Location

Monticello, New York

Industry

Corporate

Application

Presentation System

Corporate Branding

Partner

Performance Imaging

Monticello Motor Club Enters the Fast Lane of Visualization with Planar LED Video Wall

Monticello Motor Club

Ninety minutes away from New York City is a private country club for auto enthusiasts who are passionate about motorsports and relish the experience of driving on roads without speed limits. Members of the Monticello Motor Club (MMC) enjoy access to a premier racetrack featuring 4.1 miles of race-grade asphalt, 20 unique turns, 12 configurations and 1.5 miles of straights.

The club offers professional driving instruction, race school programs, member races and a range of motor sports amenities that include a pro shop, vehicle storage space and full automotive service center. The facilities also include a track-side clubhouse complete with a large meeting space where members congregate during the day. The area was previously served by a display built using four 75-inch consumer televisions. When the timing was right for an upgrade, MMC consulted with systems integrator and technology provider Performance Imaging to supply a modernized display solution.

“MMC needed better technology for displaying information like track schedules and racing statistics for their members and for running promotional footage of the club,” said Performance Imaging CEO and Founder Mark Risi. “A higher-end system was also needed for meetings and presentations.”



Working within MMC's dedicated budget, Risi pitched club ownership a nearly 12' x 7' Planar® MGP Series LED video wall with a 1.2mm fine pixel pitch, which offers modern, seamless viewing at an attractive price point. MMC accepted and has been thrilled with the results.

“Our members are blown away by the resolution—it provides the brand level we expect.”

—Ari Straus, CEO and Managing Partner, Monticello Motor Club

Clarity at full speed

According to MMC CEO and Managing Partner Ari Straus, the Planar MGP Series LED video wall delivers impressive visual performance of on-screen information and live content. “The space gets a lot of direct sunlight, which used to be disruptive, but is no longer an issue—the clarity and brightness of the display creates ultra-sharp content any time of day,” he said.



The video wall provides users with the flexibility to split the screen into multiple sections and display content from several sources. “When we have races, we can simultaneously show 16 different camera feeds of the racetrack,” Straus said. “The throughput is excellent for displaying live activities.”

Straus adds that the presentation value of the space is dramatically enhanced. “When vendors or corporate partners come in to give presentations, the material needs to look exactly the way it was prepared. The video wall is optimized for any format. Our members are blown away by the resolution—it provides the brand level we expect.”

LED that fits the budget

Based on MMC’s available budget, the benefits of LED technology would not have been accessible, until now. “With this project, cost was the driving factor, and we got the best we possibly could with the club’s budget,” Risi said. “The video wall surpassed my expectations and it definitely surpassed those of the client.”

Designed as an affordable LED solution, Planar MGP Series LED video walls are ideal for budget-conscious customers and give organizations the ability to upgrade from legacy tiled LCD technology to a large, seamless LED canvas with similar resolution and brighter images, without the bezels.

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*— Mark Risi, CEO and Founder,
Performance Imaging*



About the Planar MGP Series

Planar MGP Series LED video walls provide organizations with a seamless, fine pixel pitch and high-resolution display at a similar value to tiled LCD video wall options. With 16:9 aspect ratio cabinets, each Planar MGP Series pixel pitch can achieve popular resolutions including Full HD and 4K. The displays can be configured to form video walls of other shapes for a wider range of applications and the 27-inch cabinets feature front installation and serviceability, enabling users to mount them directly to walls.