



NBC Sports Olympic Studio Rio 2016

PRODUCT

Planar TVH Series

LOCATION

Rio de Janeiro, Brazil

INDUSTRY

Broadcast

APPLICATION

On-Camera

Planar LED Video Walls Selected by NBC Olympics for Production of 2016 Olympic Games in Rio

NBC Olympics, a division of the NBC Sports Group, selected Planar to provide fine pitch LED video wall solutions for its production of the Games of the XXXI Olympiad, held in Rio de Janeiro, Brazil.

Three Planar® TVH Series LED video walls were featured on the NBC Olympics set within the International Broadcast Center in Rio and one Planar TVH Series LED video wall for NBC's outdoor Copacabana Studio in Brazil. The video walls include a 13-foot wide by 13-foot tall Planar TVH1.9 video wall comprised of 169 displays, as well as an 8-foot wide by 7-foot tall Planar TVH1.9 video wall made up of 56 displays, both with a 1.9mm pixel pitch for ultra-high resolution graphics and video playback. In addition, NBC's sets feature a large 9-foot wide by 12-foot tall 2.5mm pixel pitch in-floor display made up of 108 Planar TVH2.5 displays.

Jennifer Davis, chief marketing officer of Planar International said, "These video walls are a stunning backdrop to NBC's broadcast coverage, helping to bring all the excitement of the largest sporting event in the world to life." "We are thrilled to have their technology featured in our studios for the incredible Olympic Games in Rio de Janeiro," said Atila Ozkaplan, Senior Director, Technical Logistics for NBC Olympics.

The Planar TVH Series allows for image adjustment to achieve broadcast-specific color temperatures and gamma levels more precisely. The Planar TVH Series produces deeper blacks, higher contrast and less reflection for on-camera installations around the world.

