

**Product**

Planar MGP Series

Location

Irvine, California

Industry

Corporate

Application

Workplace Enhancement

Presentation System

Partner

Audio Visual Design Group

Analog Way

Planar MGP Series Provides Ideal Opportunity to Upgrade LCD to LED

Century Business Solutions

Based in Irvine, California, Century Business Solutions is an integrated payments company that specializes in developing custom payment solutions for a range of industries. Century's payment processing applications give clients a fully automated payment system that integrates directly into their existing business software.

To enhance the workplace experience, add value to their Irvine office and boost the appeal of the space, Century formulated plans to renovate their employee lounge and integrate display technology as an amenity. The company procured a video wall design for a standard, LCD installation and completed preliminary framing and electrical work ahead of the integration. However, prior to making the equipment purchase, ownership decided to explore other display options and contacted John Bray, account manager at Audio Visual Design Group (AVDG).

"When I reviewed their original design, I instantly knew we could do something significantly better," Bray said. "I got in touch with Planar and that's when I learned about the new Planar® MGP Series LED video wall."



Hitting the mark

At the request of Bray, Planar created two designs—an LCD option similar to what Century already had and another with the Planar MGP Series LED video wall, allowing him to demonstrate a direct comparison between the two. “From my initial conversations with the client, it was apparent that they absolutely wanted LED,” he said. “And it just so happened that the Planar MGP Series was coming out.”

As a seamless LED alternative to LCD at an attractive price point, the Planar MGP Series LED video wall made a compelling business case.

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*— Sam Couturier, Support Manager,
Century Business Solutions*



“The product was very close in terms of overall cost, yet would obviously outperform,” Bray said. “It checked all the boxes for flipping to an LED system. Planar provided a solution that hit the mark—hit it perfectly.”

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Audio Visual Design Group

AVDG subsequently installed a nearly 16-foot-wide, 7-foot-high Planar MGP Series LED video wall with a 1.5mm pixel pitch (MGP1.5). To fit the application, Bray brought in Analog Way, a designer of image processing solutions, to add multiple layouts and a way to scale native 16:9 source content to match the resolution of the LED video wall. “Analog Way was the backend that enabled us to easily create different layout options for Century, allowing them to do exactly what they had intended with an LCD system,” Bray said. “From a control standpoint, we included a Crestron user interface, which provides a simple system for pulling up different layouts and accessing different sources.”

‘Wow factor’ at a good value

The completed Planar MGP Series LED video wall installation provides a statement piece and multifunctional usage for Century’s new renovated employee lounge, said Century Business Solutions Support Manager Sam Couturier. “Initially, our main purpose was to provide a good viewing experience in that area—a place where employees could relax, watch sports and unwind. But when we moved from a standard LCD video wall to the LED option that grew to include employee training and supporting marketing team days and partner visits.”



Couturier said he's impressed every time he views something on the new video wall. "The image is very clean—you can sit close and still experience really good clarity. It's a great value for the money, because we looked at other options with similar performance but significantly different price points."

After speaking with Century's owner, Bray said the feedback he received was all positive. "He is extremely happy with the video wall and the employees all love it," Bray said. "It fit the bill in the sense that yes, it did cost a little more, but it also provided way more wow factor."

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.