

# EQUIPMENT SUPPLIED

- 8x Samsung 55" UD55D
- 1x Datapath VSNg70 videowall controller
- 5x Datapath VISIONHD4 HD capture cards
- 2x Datapath IMAGEDP4 graphics cards
- 8x B-Tech BTEBT8310B wall mounts
- 8x B-Tech BTEBT8310AD64 adaptor arms
- 1x Aten KH1516Ai Cat 5 High-Density KVM over IP Switch
- 12x ATEN KA7168 HDMI USB Virtual Media KVM Adapter Cable with Smart Card Reader
- 1x Apart APCONCEPT1T Integrated 100V 2 Zone mixing amplifier
- 6x RCF PL 8X 8in 20W 100v/LowZ Ceiling Speaker
- 1x AMX FG2263-06 TPControl Application license for iPads
- 1x AMX FG2106-02 NX-2200 NetLinx NX Integrated Controller

# STAKEHOLDER PROFILES



### NEXT SYSTEMS

Structured cabling solutions specialists are experts in data, video and voice, successfully installing and certifying structured cabling systems. Utilising copper and fibre optic cabling infrastructures, Next Systems works closely with its clients to deliver technical yet practical knowledge and expertise, combined with excellent project planning capabilities and highly professional service, on time and on budget.

### TMP INTERIORS

With operations undertaken from its Slough office, TMP Interiors delivers Interior Installation projects across the construction and fit out industries. TMP prides itself on its capability to undertake all sizes of projects, all of which are completed to the highest standard, on time and within the clients' budget. TMP has an established client base and is proud of its high levels of repeat business.

### MIDWICH

The Midwich Group is a renowned, award-winning trade-only distributor of cutting edge technology, employ over 450 staff, serving customers in the UK, Ireland, France, Germany, Australia and New Zealand. It uniquely offers resellers the complete solution, comprising of world leading technologies and full project support. Midwich Solutions is dedicated to its resellers and vendors alike, with a strong focus on providing an excellent customer experience at every touch point.

OUR EXPERTISE IS YOUR ADVANTAGE

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# INVESTING IN VIDEOWALL KNOWHOW

FROM MIDWICH SOLUTIONS

## Investment Management Firm – Case Study

Demand for videowall solutions – particularly within corporate environments – has never been higher. An increasing number of businesses recognise the advantages of installing videowall hubs in meeting rooms and foyers as a means of displaying, assimilating and managing data.

The challenge for these businesses, and the integrators that they instruct to install such mission critical videowalls, is which technological solution to specify: LED or LCD? Built-in SoC or back-end control? Display-only or touch screen? The growing number of video wall specification options, their myriad sub categories, brands and SKUs – as well as the wide choice of supporting technologies have made these all-important decisions more difficult than ever before.

That's where Midwich Solutions come in. Their deep knowledge across all sectors of pro AV makes them the ideal partner for integrators. Indeed, as this case study shows, Midwich Solutions offer much more than product specification, with extensive technical expertise, training and post sales support delivering added-value services to clients and end users alike.



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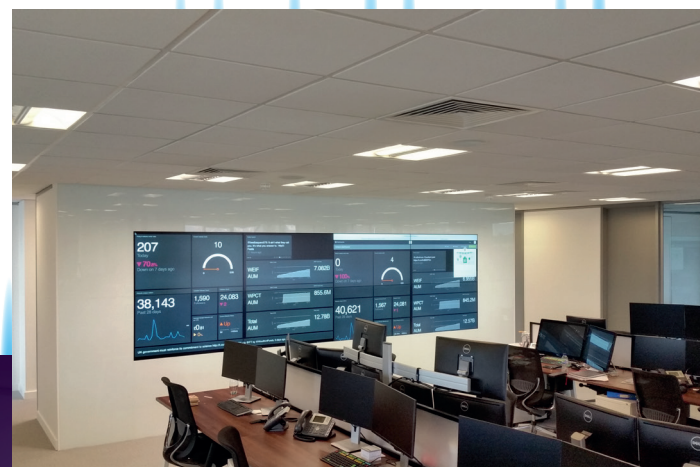
# PROJECT BRIEF

A leading UK investment management company requested a flexible internal videowall system for its head office; an efficient way of displaying changing information and project content, coming in from the various business sections.

Slough-based interiors experts TMP Interiors were retained to fit out the offices instructing respected structured cabling solutions specialists and AV integrators, Next Systems, to pitch for the technology aspect of the build, who in turn instructed Midwich Solutions to help with specification and procurement of the AV equipment. Midwich Solutions were integral to the design process but also supported Next Systems to ensure successful project deployment and delivery.



## EXECUTIVES FROM THE INVESTMENT MANAGEMENT FIRM WERE ABLE TO REVIEW AND COMPARE CURRENT AND EMERGING TECHNOLOGIES TO SELECT THE RIGHT DIRECTION FOR THEIR PROJECT AND BUSINESS NEED



## SAMSUNG'S BUILT-IN SMART SIGNAGE PLATFORM (SSSP) SOLUTION ELIMINATES THE NEED TO PURCHASE ADDITIONAL PCS FOR EACH DISPLAY

# THE MIDWICH SOLUTION

Midwich Solutions attended the investment management's offices to discuss videowall options, recording the company's list of requirements at the initial stage of the project before inviting company executives to observe various display technologies – LED, LFD and LCD – at its Reading and Crowthorne based product experience centres. Consulting specialists from Midwich Group Company, PSCo and Midwich Solutions reviewed and compared current and emerging technologies with executives from the investment management firm to select the right direction for their project and business need.

"At our PSCo facility we demonstrated screens, thickness of the bezel and discussed whether they wanted to go with an LCD panel solution or LED videowall. The client chose LCD for a 'traditional' videowall setup," explains Matthew Webster, Business Development Manager for Midwich Solutions.

An 8-unit, 4x2 arrangement was agreed, using ultra-narrow bezel Samsung 55" UD55D Full HD displays. These premium large format displays, designed with the **world's first ever 3.5mm bezels**, provide a seamless, unified image. Each display is connected with no loss of picture quality through DisplayPort 1.2 multi-stream support. Content can be displayed in UHD.

The built-in Smart Signage Platform (SSSP) solution from Samsung eliminates the need to purchase additional PCs for each display.

"Once we had identified the ideal display technology to suit the client's requirements, we then invited the decision makers to our Crowthorne office for demonstrations of the video processing options that complemented these displays and made the most of the content they were looking to broadcast. Ultimately, a Datapath solution was selected," Matthew Webster explained.

The Datapath VSN970 videowall processor was set up to manage a maximum of 20 inputs, displaying these on the 8 display outputs (as a modular system it can take many more inputs if required). This system provided the client with expansive flexibility. The 8 displays comprising the videowall displayed information from various client departments with each department utilising a laptop to feed data into the Datapath system, which distributes it to the videowall. An iPad was specified to control this distribution.

The end result was an ultra-slick, effective solution that dovetailed well with TMP's ultra-modern interior design requirements and provided the client with exactly what they required: a fuss-free, high-tech means of managing and monitoring data from the various projects occurring within its departments.

"From the Midwich perspective this was one of the first Midwich 'solutions' that we undertook, so it was pivotal," says Matthew Webster. "Next Systems hadn't managed videowalls before but had the opportunity to get involved with one, mainly as a result of the existing relationship that they had with TMP. Midwich, however, has extensive experience in videowalls and was instrumental in ensuring the project went off smoothly. We handled product specification, technical expertise and training. We were even involved in some of the project management."

In other words, Midwich Solutions was extensively involved in what was to be one of its first 'solutions' projects. The company worked across virtually all aspects of the project, barring the installation itself, which was handled by Next Systems.

"We had access to the end user, recorded their list of requirements, took them to see some demonstrations, specified the appropriate kit, did some configuration and some post-sales support," says Webster. "In other words, all the way through the process we were heavily involved. We were instrumental in the process and everybody was happy at the end of the project."

DATAPATH  
VSN970  
VIDEOWALL  
PROCESSOR

