

Matrox Shows Off Lingerie

Written by Roger Douglas
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In-store entertainment provider **PlayNetwork** leverages **Matrox's video wall solution** to create a 30-monitor, 2-story-high installation in London for a leading lingerie brand.



The giant, 8m-high, 30-monitor video wall powered by **Matrox Mura MPX Series video wall controller boards** welcomes clients displaying dynamic digital content.

The store's four floors and 40,000+ square feet included a PlayNetwork sound system, accompanied by not one, but two Matrox-powered video walls. The first, a 4x2 wall, adorns the store's bra salon, while the 30-monitor centerpiece displays everything from behind-the-scenes footage of commercials to live video feeds of the brand's fashion shows, with regularly updated content.

It also spans the height of a spiral staircase leading up the first few floors while a mirrored hallway reflects on-screen content throughout the store to reach most everyone inside. Initially, the larger wall was meant to comprise just 25 monitors. However, one week before it was to be installed another row of five was requested. With Mura MPX output/input boards powering the wall, the adjustment was relatively simple, requiring just a couple more Mura MPX Series

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boards to be installed within the integrated Trenton TVC4403 Matrox-validated controller system to power the extra monitors. In all, a mix of Mura MPX-4/4, Mura MPX-4/2, and Mura MPX-4/0 boards were used to power the 30-monitor installation.

Mura MPX Series PCI Express x16 Gen2 video wall controller boards have four high-definition outputs and either four, two, or zero inputs, enabling AV installers to build custom, scalable video walls of up to 16 boards for a total of 56 HD outputs and 56 HD inputs.

Meanwhile, a Matrox-compatible Crestron 2-Series Control System manages the complete audiovisual system through **a rack-mounted Apple iPad**. This adds ease of use to the large-scale installation's lengthy list of features.

From the Apple tablet interface, IP commands are sent via the Mura Network API to the boards within the Trenton system. Layouts are subsequently constructed/selected, ultimately enabling the various feeds to be displayed on the video wall for all customers to see and admire.

"The Matrox Mura-based video walls contribute a great deal to the overall immersive customer experience," said Dharmendra Patel, managing director of PlayNetwork EMEA. "Mura's flexible board design and the degree of control enabled through its Network API were key factors in the success of our installation."

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