

## World's Largest High Definition Video Wall

Written by Roger Douglas  
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Standing over 15 meters tall and 60 meters wide, “The Big Picture” has the official Guinness World Records title for the **Largest High Definition Video Wall**.

It is located inside the main lobby and entrance to Suntec Exhibition and Convention Centre in Singapore and is fast becoming a hotspot for photo-taking by delegates and Suntec City shoppers alike.

The system relies on the Dataton WATCHOUT multi-image display and presentation software to manage its large-format, dynamic and ever-changing **content that is presented over 664 integrated LG LED flat panel displays**.

Arun Madhok, CEO of Suntec Singapore said: “The full HD digital wall is an integral part of our technology suite which includes digital signage and free Wi-Fi. This mega screen with its captivating content is fast becoming a hotspot for photographers providing an iconic and memorable souvenir of Singapore. High definition content is played 16 hours each day delighting the convention centre visitors and Suntec City shoppers alike.

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The project was managed by Suntec Singapore working with an expert team of Asia-based technology partners including global automation controls specialist, **Honeywell** who were appointed master systems integrators for the project.

“We understood Suntec Singapore’s vision to be a convention and exhibition centre of the future,” said Ananda Seshadri, regional marketing leader at Honeywell. “We leveraged the latest technologies to help Suntec achieve their business goals. The big digital screen with the application of WATCHOUT certainly has the ‘wow factor’ for visitors and Suntec exhibitors use it as a fantastic advertisement placement.’

LG designed and built the system for The Big Picture according to Suntec Singapore’s requirements, and worked together with the assigned local system integrators.

“ACETEL were responsible for supplying Dataton WATCHOUT for The Big Picture as well as designing and installing the visual display system according to LG and Honeywell’s requirements,” explains Jeong-Mok Byun, team leader of visual solution division at ACETEL.

“The Big Picture used LG’s innovative Direct LED video walls, called the WV series, providing an incredible visual experience for anyone who comes across the display. It offers the narrowest bezel 5.3mm (bezel to bezel) and also supports high picture quality (local dimming creating deeper black; world best dynamic CR (500,000 : 1); and wide viewing angle providing clear image virtually at any angle using LG IPS Technology),” says Sangheon Oh, Chief Research Engineer, LGE Commercial Display Marketing.

The Big Picture is designed to support a resolution of 32,051 pixels wide by 7,941 pixels high, which is 84 times the resolution of HD (1 UHD = 4HD).

The Big Picture acts as a standalone exhibit allowing a combination of multiple media such as still images, animations and video clips to be shown at the same time, or a single media image in native format to be displayed over the entire wall.

Interactive features are integrated with RFID tracking systems and sensors on the escalators

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located just in front of The Big Picture. With these integrated sensory systems, The Big Picture can be adapted to display welcome messages, or show specialised content alongside riders on the escalator from levels 1 to 3.

Go [For More on "The Big Picture"](#)