

The Hunger Games: Catching Fire with Video Walls

Written by Bob Snyder
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Only now am I reading *The Hunger Games* trilogy, so Odeon Cinemas may forgive me for missing their Leicester Square opening a couple months back.

NEC Display Solutions Europe and Odeon installed one of the largest displays of its kind in a public square – an LED digital display measuring 107 square metres – on the facade of the Odeon Leicester Square in London's West End.

The huge display – the size of half a basketball court – replaces the old poster board and is flanked by two 18 square metre displays in one of the UK's most prominent. 90 million tourists every year walk by and stare up at that display: with or without *The Hunger Games* draw.

The trio of displays will allow Odeon Leicester Square to instantly change content, eliminating the need to regularly hire traditional 'cherry picker' lifts to change what is displayed on the poster boards, making the screens a more environmentally friendly alternative to displaying posters. Now to mention a quantum leap in the digital age.

The new screens will also enable the display to divide into multiple screens, allowing ODEON to screen different content simultaneously, a feature which will be particularly utilised during premieres where live film footage of the red carpet can be screened alongside clips of the film.

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Simon Jackson, VP NEC Display Solutions, comments, "This display has to be seen to be believed. It really is an impressive sight, and a tremendous achievement for NEC and Odeon. Given consumer expectations for video content to inform, delight and engage, this type of display sets new standards in delivering a variety of information in real-time."

"Of course, a project of this scale breaks new ground and brought several challenges. Weighing in at several tonnes, the main screen had to be built off-site and installed in three separate stages. Getting uniform colour consistency of images across a display of this size is also a major achievement. This is where NEC's long heritage in public displays really came to the fore," adds Jackson.

With over 75 years of cinema experience, Odeon is the largest cinema chain in the UK and Ireland. It operates 936 screens at 122 sites across the UK & Ireland and the Group operates 2153 screens at 232 sites across Europe as a whole, making it the largest cinema Group in Europe.

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