CASE STUDY:

**Touch Display by eyevis complements the studio of the ARD Morning Show**

The 46” LCD by eyevis provides an additional touch option for the news presentation in the studio of the ARD morning show (MoMa). Since 2010 the MoMa has been broadcasting from WDR studio A in Cologne. There, where once Rudi Carrell produced his shows, the MoMa shares a large studio with a bright, modern and attractive look with the ARD sports show. Since the end of April of this year a 46” display made by eyevis has been complementing the outfit of the studio.

The display delivered by the systems integrator Wellen+Nöthen was equipped with a touch system to provide another touch option for the news magazine additionally to the central 103” display at the back of the studio. During the programme the multimedia tool is presented on the eyevis display by the presenter who is standing right beside it. Besides, the eyevis display is also used as a decoration monitor or stylistic element that can be recorded differently.

The 46” eyevis display type EYE-LED-4600-M-USN-LD-BC convinces within the studio equipment with a full HD solution as well as a high brightness of 700 cd/m². The broadcast (BC) display is adapted to the 3200 kelvin colour temperature that is used in the broadcasting sector by a special procedure. Thus the depicted colours seem naturally even when they are filmed by a television camera. Unlike standard LCDs by competitors the eyevis LCDs keep their full colour space without having the colour space limited.

**INSTALLED PRODUCTS**

4x EYE-LCD-4600-M-USN-LD-BC (46”-Full-HD LCD with Direct-LED-Backlight and ultra thin bezel)