

CASE STUDY:

Creative Digital Signage near the polar circle

Since October 2013 the newest shopping mall in the provincial capital Umeå has opened its doors. In the Utopia Shopping Mall, several retail stores and restaurants invite visitors to shop and to relax. At the entrance area a video wall setup consisting of 19 squareTILES from eyevis develops an attractive living atmosphere. The squareTILES and two projectors at the second floor were installed by the Swedish integrator Hans Johansson from Mindspace Group. Together the squareTILES and the projectors create a multiscreen installation.

Mindspace control the displays via DISE8 software. Thanks to the internal image processing the representation of the content can be adjusted to the position of each display in the wall setup. Thanks to their thin bezel design, squareTILES enable a good depiction of contents even over several displays. The quadrilateral 21.6-inch screen with 1:1 aspect ratio supports creative setups. Whether they are installed in a vertical column, side by side or diagonally shifted, with squareTILES video walls can be adjusted to every content.

Thanks to the local presence, the integrator and eyevis Nordic were able to find suitable products for the specific application. As always, we had to understand the architect and the customers need to be able to present a topnotch solution from eyevis comprehensive product range.



 **INSTALLED PRODUCTS**

19x squareTILES (quadrilateral LC-Displays with a screen size of 21.6 inch)