CASE STUDY:

squareTILES in ZDF studio design

Since January 2014 the studio for the ZDF shows “drehscheibe” and “hallo Deutschland” shines in a new design. Fresh and modern the new studio design is supposed to represent the contents of both shows.

In addition to a 103”-display, 14 eyevis squareTILES are central. In a columnar 7x2 arrangement the square displays are installed in the studio background and serve as visual support of categories and recurring topics. Thereby, the presented graphics and images pick up the color schemes and contents of both shows. The midday lighting atmosphere of “drehscheibe” is bright and sunny with colors ranging between sunny yellow over honey and amber up to blue accents. In contrast, a mix of shades orange, red and purple represents the color atmosphere in the late afternoon at “hallo Deutschland”.

Due to the “Ultra-Super Narrow-Bezel-Design” the squareTILES allow for an almost bezelfree presentation of graphics and images beyond the limits of single displays. Thanks to the adjustment of the squareTILES to the 3200 Kelvin color temperature used in the broadcast area the colors depicted on the display even work when filmed through a TV camera. In this way the squareTILES can be integrated into the color atmosphere of both shows.

INSTALLED PRODUCTS

14× squareTILES (quadrilateral LCD modules with a screen diagonal of 21.6-inch and Direct-LED backlight)