PLANAR | Installation Profile



**Product**
Planar TVH Series
Planar VM Series

**Location**
Brussels, Belgium

**Industry**
Broadcast

**Application**
On-Camera

**Partners**
AV Group

**Planar Display Technology Improves Broadcast Presentation at Belgium TV Studio**

# RTBF Television

RTBF is a national television and radio public broadcaster serving the French-speaking citizens of Belgium. In 2018, RTBF engaged AV Group to convert its TV news studio in Brussels to a redesigned broadcast platform, replacing plasma and projector screens with display technologies from Planar.

Specifically, the upgrade included two Planar® TVH Series fine pitch LED video walls (4.4 x 2.1 meters and 2.8 x 2.1 meters) with a 1.6 millimeter pixel pitch, as well as a total of 50 Planar® VM Series ultra-narrow bezel LCD displays (VM55MX-X) integrated throughout the studio in 17 different configurations, the largest in a 9x2 portrait configuration. The studio concept is drafted in two sets, one side for the daily news and one side which can be used for a variety of other programs, such as sports or consumer magazines.




Optimized for a 16:9 aspect ratio, the Planar TVH Series easily scales for existing Full HD content and sources. Wide viewing angles deliver excellent off-axis uniformity while advanced calibration provides maximum full color and brightness uniformity across even the largest video walls. The sleek cabinet can be mounted in smoothly faceted curved video walls—precisely fit to nearly any video wall size. With whisper-quiet operation, the Planar TVH Series also minimizes audio interference.

The Planar VM Series is a line of ultra-narrow bezel LCD displays that provide a video wall solution for the demanding requirements of 24x7 mission-critical applications. Featuring IPS technology, the Planar VM Series provides outstanding viewing angles and contrast. Using the extended internal calibration tools the displays can be perfectly matched in color and brightness.

## An improved approach to presenting news

The renovated TV news studio with Planar display technology reflects RTBF's modernized strategy to presenting investigative news and information in a way that is clearer and more easily explained. The revised approach includes a heightened focus on reports and using images and graphics in a more prominent role to enable better understanding among viewers, according to RTBF.

*"Moving to the updated Planar video display technology gives us a larger digital surface and improves the visual quality through the broadcast camera."*

*—Pierre Dartevelle, RTBF Manager for Support and Integration*

"Moving to the updated Planar video display technology gives us a larger digital surface and improves the visual quality through the broadcast camera," said Pierre Dartevelle, RTBF manager for support and integration.



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