



**Course Name:** Keys to Video Wall Content Development

**Sponsor:** Leyard and Planar, a Leyard Company  
**CTS Renewal Units:** 0.5 CTS or CTS-D

**Course Description:**

The Keys to Video Wall Content Development Course provides the fundamentals for developing digital content for larger displays and video walls. Topics include planning, tools and techniques for content creation, factors that impact image quality and required hardware and software components. It will also address content processing and interactive touch systems. It will conclude with a review of Case Studies and best practices

**Course Time:** 1 Hour

**Learning Objectives:**

At the end of this program, attendees will be able to:

1. Understand the key questions to ask about goals and budgets for creating and maintaining video wall content.
2. Understand content scaling, pixel density, aspect ratio and other factors that impact video wall content quality.
3. Understand content processing, zoning, dayparting and the required software and hardware components.
4. Understand the content control systems, interactive touch systems and factors that impact video wall content usability.

**Sponsor Information:**

Leyard is a global leader in the design, production, distribution and service of digital displays, video walls and visualization products worldwide. The Leyard Group of companies and brands, which includes [Planar Systems](#) acquired in 2015, is comprised of displays, entertainment and lighting system solutions. Leyard is the number one market share leader in the LED display market and fine pitch LED and offers indoor, outdoor, fixed and creative displays ([Futuresource](#) 2017). Used in applications such as broadcast, sports arenas, stadiums, advertisement networks, retail digital signage, control rooms, exhibitions, large scale events and digital cultural experiences, Leyard enjoys marquee installations globally and has over 300 patents in display technology. Founded in 1995, the group is headquartered in Beijing, China, and is traded on the Shenzhen Stock Exchange (stock code: 300296). *Forbes* magazine (2013) named Leyard among “China’s Top 100 Most Potential Listed Companies.” For more information, visit [www.leyard.com](http://www.leyard.com).