



Patterson-UTI

PRODUCT

Planar CarbonLight CLI Series
Planar UltraRes L Series

LOCATION

Houston, Texas

INDUSTRY

Corporate

APPLICATION

Customer Engagement
Collaboration
Control Room
Presentation System

PARTNERS

Inventure
DataVox

Planar Display Technologies Highlight Patterson-UTI's Next Generation Workplace

Founded in 1978 and headquartered in Houston, Texas, Patterson-UTI is a leading provider of drilling and completion services to oil and natural gas exploration and production companies. Serving both U.S. and international markets, the company offers contract drilling services, integrated well completion services and directional drilling services in the U.S., as well as specialized bit solutions in the U.S., Middle East and other regions around the world.

As part of a headquarters renovation, Patterson-UTI partnered with architecture firm Inventure to reimagine the third floor of its corporate office into a modern, high-impact environment. The result is a high-tech work hub and mission-critical control space that doubles as an immersive brand showroom for visiting clients.

The crowning touch of the renovation are striking arrays of Planar LED display technology, installed by technology solutions provider DataVox. The display technologies include:

- Four curved Planar® CarbonLight™ CLI Series LED video walls with 1.3mm pixel pitches: two measuring 15-feet-wide by 4.5-feet-high, and two at 12-feet-wide by 4.5-feet-high. One of the smaller arrays is designed in a convex curve with the remaining three concave.
- Three 8-foot-wide by 4.5-foot-high Planar® UltraRes™ L Series 109-inch, Full HD all-in-one LED displays.

A Branded Visual Journey

Designed to impress and inform, the Planar display technologies bring Patterson-UTI's capabilities to life during guided tours as guests are led through the transformed headquarters. Architectural lighting marks the tour path, and along the way visitors engage with vivid content and messaging on the LED display solutions.

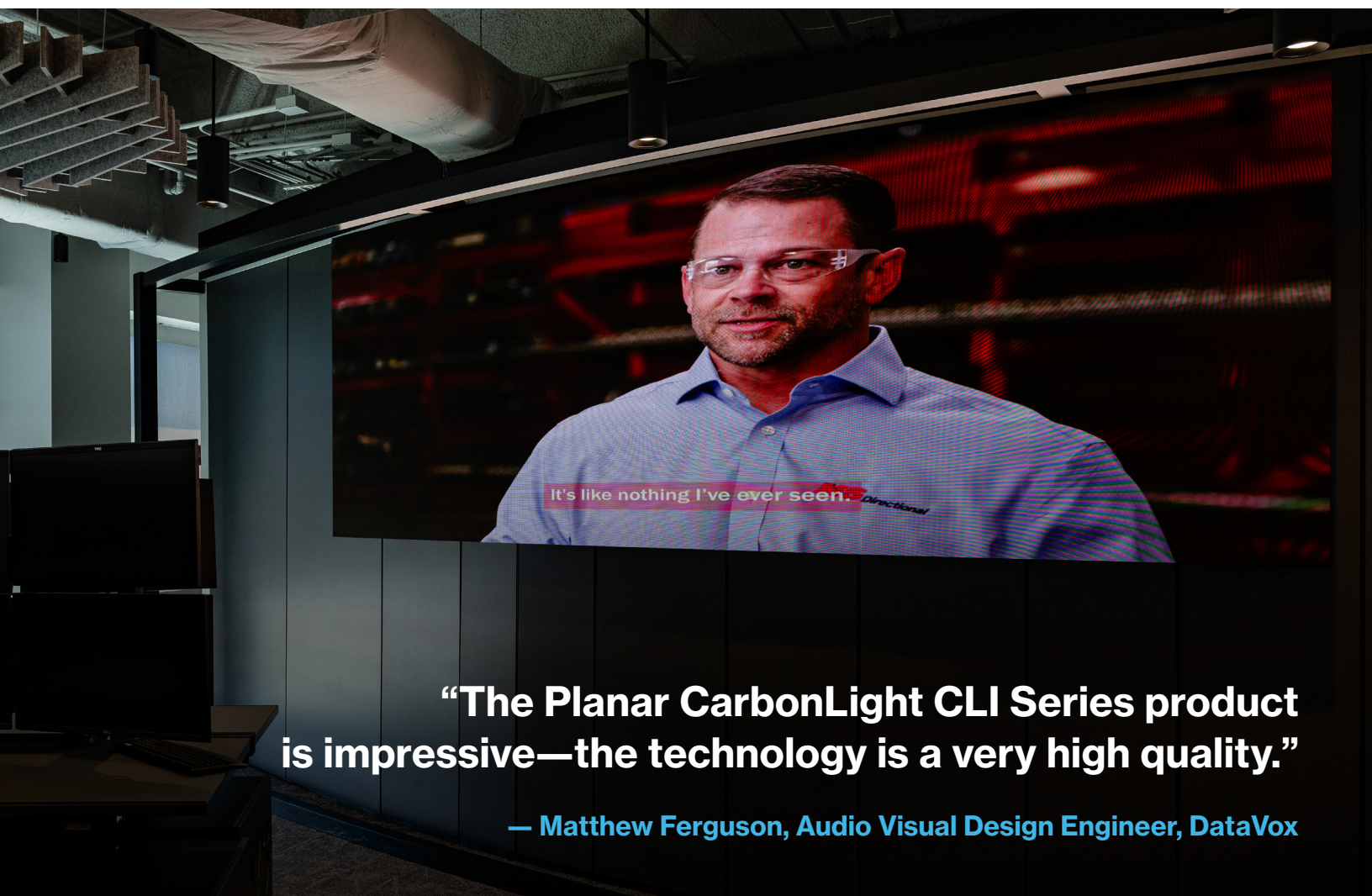
"During the design phase, the client described wanting a 'Disneyland experience,' so infusing that likeness and excitement into the space was a priority," said Inventure Designer Jonathan Mixon.

Throughout the redesigned floor, Inventure incorporated architectural features that reflect Patterson-UTI's brand identity. "The angular walls in the space were designed to match the exact angle of their logo," Mixon said. "We also used the duality between angular design and circular elements, and that is where the concave and convex video wall curves came into play. During tours, the concave video walls act as congregation points, delivering immersive experiences."

Visual Tools for a Collaborative Workplace

When tours are not taking place, the mix of Planar solutions serves a functional role in the day-to-day office environment. Patterson-UTI initially specified LCD video walls throughout the new workspace, but that changed after visiting DataVox's office. "We showed them our own LED video wall, which happens to be from Planar," said Matthew Ferguson, audio visual design engineer at DataVox. "Seeing the capabilities up close helped them envision what was possible."

The curved Planar CarbonLight CLI Series LED video walls are integrated throughout multi-purpose workspaces, which also serve as control centers for monitoring drilling operations in real-time on the high-resolution displays. Providing clear visibility of data, the LED video walls are designed to support Patterson-UTI personnel by enhancing situational awareness and operational insight.



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From nearby workstations, team members can share data and content with the Planar LED video walls, which offer the flexibility to present information in a variety of display configurations. “That was a driving factor for their selection,” Ferguson said. “They wanted the capability to show multiple sources at the same time.” Additionally, two Planar CarbonLight CLI Series LED video walls were installed on DIRT T modular walls, which required close coordination among Planar, DIRT T, and a third-party vendor that provided custom mounting structures for the video walls.

One of the Planar UltraRes L Series all-in-one LED displays was installed in Patterson-UTI’s corporate boardroom, with the other two added to collaboration areas. According to Ferguson, the LED displays are primarily used for presentations, and the client is taking advantage of built-in features like multi-source viewing, which supports up to four sources.

The Planar UltraRes L Series displays also enable in-room collaboration through an interactive touch system that supports multiple, simultaneous users. “Patterson-UTI is using the display’s touch functionality in combination with ClickShare—a wireless presentation tool that simplifies content sharing and supports basic annotation and touchback,” Ferguson said.

DataVox initially considered a faceted video wall design but ultimately selected the Planar CarbonLight CLI Series for its seamless curve. “The Planar CarbonLight CLI Series product is impressive—the technology is a very high quality,” Ferguson said. “There aren’t many manufacturers that can deliver a curved LED video wall like that.”



About the Planar CarbonLight CLI Series

Featuring patented carbon fiber frames and a modular design, Planar CarbonLight CLI Series LED video wall displays are uniquely lightweight, thin and strong. Refined mechanical construction gives the displays the versatility to fit a wide range of applications, including free-standing, hanging, wall-mounted and ceiling-mounted installations. Front-side installation and service shrink the overall video wall footprint and servicing space needed behind the wall, making it simpler to fit in more spaces than other LED solutions.

About the Planar UltraRes L Series

Planar UltraRes L Series Full HD resolution all-in-one LED displays combine the ease-of-use and best-in-class processing of the Planar UltraRes family with award-winning Planar fine pixel pitch LED technology. Featuring touch interactivity, Planar UltraRes L Series displays incorporate a built-in and accurate 10-point touch system that supports multiple, simultaneous users. The displays also include Planar MediaPlex Plus Processing, which supports multi-source viewing, image adjustments, remote monitoring and e-mail alerts, in addition to picture-in-picture, dual, triple, or quad layouts as well as storable preset configurations.

About DataVox

Headquartered in Houston, Texas, DataVox is a leading multi-technology solutions provider with expertise in audio visual, physical security, structured cabling, IT infrastructure, and managed services. Since 1988, DataVox has helped organizations across industries implement cutting-edge technologies that enhance operations and elevate the user experience. DataVox was proud to partner with Planar in delivering a high-performance video wall solution for the Patterson-UTI team.