

**Product**

Planar TVF Series

High-Impact LED Video Wall Elevates iRobot's Corporate Headquarters

Location

Bedford, Massachusetts

iRobot Headquarters

Industry

Corporate

Founded in 1990 and headquartered in Bedford, Massachusetts, iRobot is a leading global designer and builder of consumer robots. The company's robotic products empower people to do more both inside and outside of the home, and include the award-winning Roomba Vacuuming Robot and the Braava family of mopping robots, which have been welcomed into millions of homes around the world. iRobot is at the forefront of developing technologies in the areas of mapping and navigation, human-robot interaction and physical solutions.

ApplicationCorporate Branding
Presentation System**Partner**

AdTech Systems

As part of a design renovation at the corporate offices, iRobot generated plans to upgrade their existing lobby with a display solution. By investing in visual technology, iRobot could create a more engaging entrance environment and be better positioned to compete for workforce talent, according to Chad Haskell, iRobot senior director of facilities and real estate.

“At our core, we are mostly software engineers, and the market for these professionals is extremely competitive — especially in the Boston-Cambridge area, which is 30 minutes away from Bedford,” Haskell said. “We can differentiate ourselves with the products we make, but we can’t compete when it comes to our location compared to the draw of working in the city. The companies we are up against offer great amenities and workplaces, so the intent was to make our office more appealing. A high-end video wall feature would give a lasting impression and help inspire our employees. We want them to feel proud to come to work each day.”



Consultation process leads to direct view LED

To collaborate on a display solution, iRobot engaged audio visual integrator and technology solutions provider Adtech Systems. Although iRobot already had a display concept in place that called for a low-resolution LED video wall and an LCD video wall in a 3x3 configuration, Adtech Senior Account Executive and Systems Designer Jim Ares said the design team was still open to seeing alternatives.

Ares proceeded to take iRobot representatives on site visits to Boston to view existing Planar installations so they could gain a better sense of the scale and impact of a large, direct view LED display installation, including how pixel pitch and viewing distances affect the visual experience.

“The goal of the site visits was to explore other ways to achieve the desired end results using a current technology that provides greater flexibility and many more uses,” Ares said. “In choosing a display, it was also important for them to consider their investment with content creation and what they expected it to look like. You want a solution that is going to show the quality of what you’re paying for with content creation.”

The collaborative process ultimately led to the selection of a nearly 24-foot-long, 8-foot-high Planar® TVF Series LED video wall with a 1.8mm pixel pitch (TVF1.8) in a 12x7 configuration.

“Instead of being locked into fixed static displays, a high-resolution LED display allows them to do so much more,” Ares said. “The Planar video wall provides them picture-in-picture capability and the option to change their layout on the fly at any time. The Planar TVF Series is a very dynamic video wall that will live with them into the future.”



Impactful and multidimensional

The Planar TVF Series LED video wall brings a dramatic centerpiece to the lobby environment, providing iRobot with a compelling visual technology to connect with visitors and showcase their unique products. The installation will also serve as a presentation tool for supporting gatherings, seminars, conferences and other public events held at the corporate headquarters, according to Haskell.

“We wanted the space to be impactful and that’s why we decided on a high-resolution LED video wall,” Haskell said. “The Planar LED video wall solution allows us to display internal or external content. We have the flexibility to customize our message to visitors, clients or any other groups that come through.”

High-resolution content developed for the Planar TVF Series installation is designed to foster an immersive experience and demonstrate iRobot’s global reach.

“Video content shows the Roomba and Bravva robots being used in homes across the world,” Haskell said. “We have the Braava mopping robot running a mission on a terracotta floor in Spain and the Roomba running a mission on a rattan floor in Japan. We show our robots interacting with pets in living rooms across the United States.”

The Planar TVF Series LED video wall also emphasizes iRobot’s commitment to investing in its facilities. “It makes a powerful statement,” Haskell said. “My job in building these spaces is to attract and retain the best software talent available. The LED video wall is an asset to that purpose. It’s really impressive and it definitely met and exceeded our expectations.”

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— **Chad Haskell,**
*Senior Director of Finances and
Real Estate, iRobot*

About Planar TVF Series

The Planar TVF Series is a family of fine pitch LED video wall displays with a 16:9 aspect ratio that allows every pixel pitch to exactly achieve popular resolutions including Full HD and 4K. Featuring front serviceability and a creative stackable design, Planar TVF Series video walls are assembled like building blocks, eliminating cabinet-to-cabinet cabling and reducing the complexity of installation and vertical alignment. With a profile of less than three inches, the Planar TVF Series reduces the overall footprint and servicing space that is required. This makes the video walls easier to fit in more spaces compared to other LED video wall solutions.

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