


Product

Planar TVF Series

Location

Phoenix, Arizona

Industry

Medical Research &
Healthcare

Application

Presentation System

Partner

Spinitar
Draper

Health Futures Center 'In-the-Round' Auditorium Features Four Curved LED Video Walls

Arizona State University Health Futures Center

For nearly two decades, Arizona State University (ASU) and the Mayo Clinic have collaborated on numerous healthcare initiatives and strategic partnerships to advance medical education, improve patient care, and accelerate research and discoveries. In 2016, the two formalized their relationship by founding the Mayo Clinic and ASU Alliance for Health Care. The most recent development in their ongoing alliance is the completion of the Health Futures Center, a state-of-the-art facility for supporting interdepartmental research and collaborative programs.

Opened in early 2021, the new center features world-class facilities for med-tech innovation, education, and bioscience, engineering, and biomedical informatics research labs. The 150,000-square-foot building includes research and collaborative space, wet and dry labs, learning studios, a movement lab, demonstration kitchen and simulation lab.

Located on the first floor is a 300-person auditorium for continuing education, presentations and events. The venue incorporates circular interior architecture and was built in a theater-of-the-round design to facilitate engaging presentations like TED-style talks. The space includes designed acoustics and features the very latest in cutting-edge LED display technology. Mounted overhead on all four sides, just below a rounded ceiling, are four Planar® TVF Series LED video walls,



each nearly 16-feet-wide and 9-feet-high in 8x8 configurations with a 2.5mm pixel pitch (TVF2.5). The video walls were designed in concave shapes to conform with the auditorium's curved walls.

"The goal for the facility was to create a flexible, comfortable setting for presentations on the latest developments in healthcare, medical education and public programs," said ASU Associate Vice President Rick Naimark. "Our president visited other universities, which have in-the-round lecture facilities, and he really liked the way a 360-degree environment allows a speaker to engage more closely with the audience. We took that idea and made some modifications."

The auditorium has the versatility for seating to be arranged either completely in-the-round or in a "wedge" formation with one-third of the seats removed, depending on the presenter's preference. The intent behind the video wall design was to ensure that data and scientific details were sharp, clearly visible and could be comfortably viewed from any perspective in the room, including that of the presenter, according to Naimark.

"The curved video walls are sized appropriately to provide a full experience, yet not be overwhelming or too busy," Naimark said. "Video content on the video walls is just spectacular—it's a great way to bring presentations to life. We are planning to use the space for all kinds of different events."

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*— Rick Naimark, Associate Vice President,
Arizona State University*



Flexible operation

Installed by AV systems integrator Spinitar, the video walls incorporate a control system that gives users flexibility in terms of how content is displayed on the four video walls. “The entire system is connected to a large video matrix switcher, enabling different sources to be assigned to different locations,” said Spinitar Senior Systems Designer Jim Mauger. For example, PowerPoint notes can be put on a video wall facing the presenter with the actual presentation for the audience shown on the other three video walls, Mauger said.

“It’s quite the experience to walk into the room and see imagery like that in every direction.”

— Jim Mauger, Senior Systems Designer, Spinitar

Remote controlled broadcast cameras positioned around the room can also be used to track presenters and display the feed on the video walls to further enhance audience engagement with the speaker. “The video walls definitely catch your eye,” Mauger said. “It’s quite the experience to walk into the room and see imagery like that in every direction.”

The video walls include the use of a Draper custom mounting solution to address the challenge of installing the displays without floor support. “Attaching matching faceted video walls onto a massive cylindrical wall presented a myriad of alignment issues, yet Draper was able to come through with a design that enabled the Planar and Spinitar teams to achieve beautiful results for the client,” said Draper Director of Business Development Kevin Barlow.



About the 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.