



Walmart's Sam Walton Hall

PRODUCT

Planar TVF Series

LOCATION

Bentonville, Arkansas

INDUSTRY

Corporate

APPLICATION

Presentation System
Corporate Communications

PARTNERS

Gensler
SWA
Aperio Design
Analog Way

Walmart's New Headquarters Auditorium Features Large, Uniquely-Designed Planar LED Video Wall

Walmart recently unveiled its new 400-acre global headquarters, called the Home Office, in Bentonville, Arkansas. Designed in partnership with a team of architecture and design firms, the new Home Office integrates a strong focus on sustainability while fostering community and connection at every level. Half of the campus is dedicated to green space and includes a network of multimodal trails, along with over 750,000 native plants, 5,000 planted trees and 13 acres of constructed lakes and bioswales for treating and recycling stormwater.

The Home Office buildings are constructed from mass timber and feature flexible, tech-powered spaces. At the heart of campus is Sam Walton Hall, a 200,000-square-foot central hub dedicated to learning, collaboration and events. The facility includes a two-story auditorium with seating for 1,500 people, which is highlighted by a massive LED video wall from Planar.

Designed by Aperio Design, the unique installation consists of a nearly 42-foot-wide by 23-foot-high Planar® TVF Series LED video wall with a 1.8mm pixel pitch flanked by two 22-foot-long, 12-foot-high Planar TVF Series LED video walls, also with 1.8mm pixel pitches. The side walls connect to the upper portion of the center LED video wall—creating a seamless digital surface—and incorporate faceted sections to form a concave design.

Unified and Unique

The concept for the auditorium video wall was inspired by a previous display system comprised of three individual screens in Walmart's former headquarters auditorium, according to Dan Mei, associate principal of AV Technology with Apeiro Design. "As we were designing the new solution, we thought, instead of using three separate video walls, let's merge them into one," Mei said. "From a creative perspective, they have more options for displaying content."

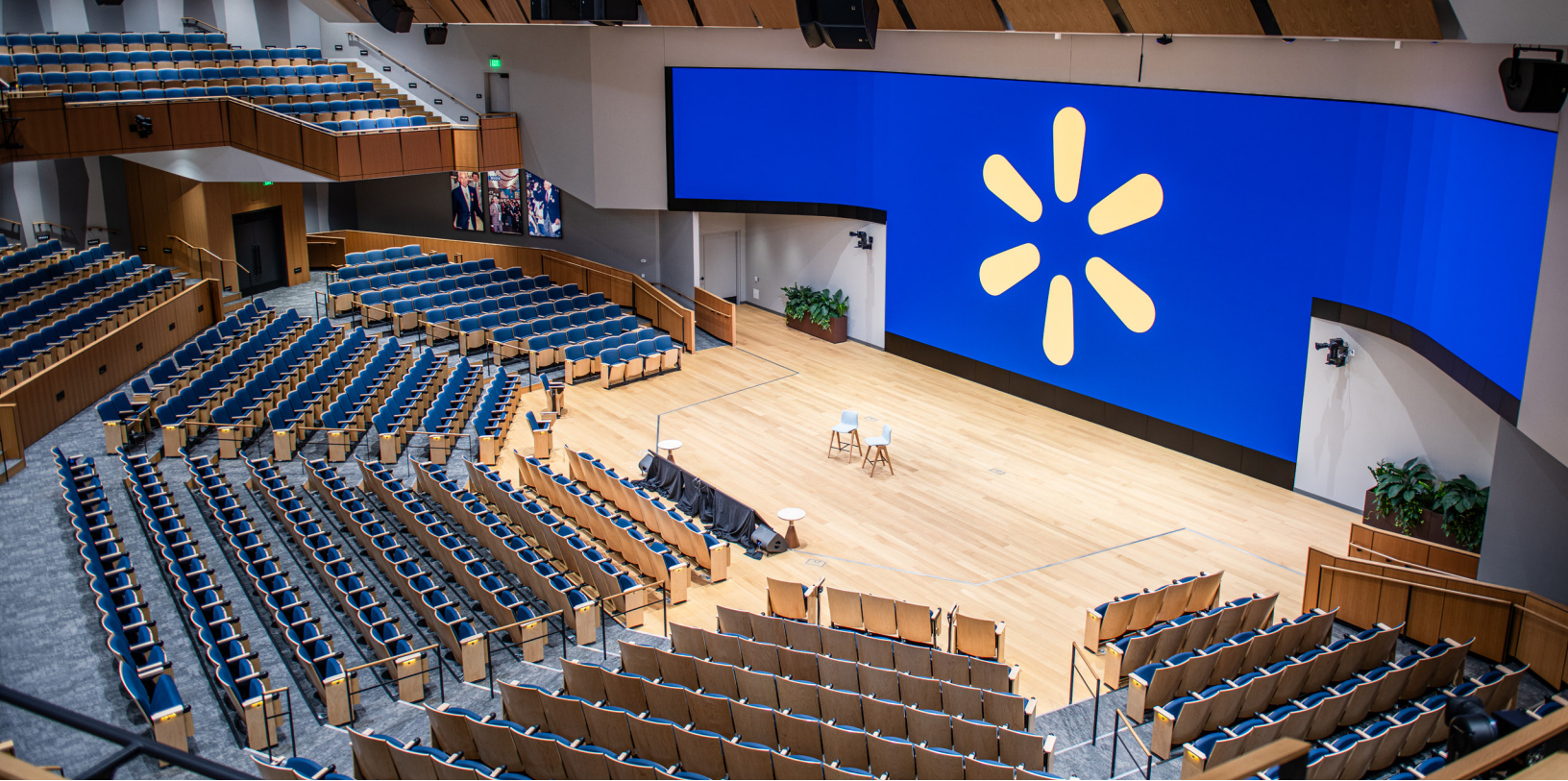
The new video wall was also designed to fit the scale and architecture of the auditorium, Mei said, and includes high brightness to counter the amount of ambient light in the space. "We specified a tighter pixel pitch to ensure the viewing experience would be perfect for both audience members seated in the front and presenters on stage," he explained. "If the CEO turns around during a presentation, we don't want him looking at a pixelated screen."

The auditorium and video wall support a wide range of uses such as presentations, town hall meetings, video conferencing, events, product launches and performances. With these needs in mind—and considering the sheer size of the display—Mei turned to Analog Way for a processing solution.



**“Walking in, you know you’re stepping
into someplace special.”**

— Wes Abbott, Senior Manager of Campus Events, Walmart



“The video wall is about 13,760 pixels wide by 3,780 pixels tall—roughly six times 4K resolution—and requires a significant amount of horsepower to drive it,” said Seth Teates, senior regional sales manager at Analog Way.

Teates and his team recommended Analog Way’s Picturall media server for displaying custom, pre-rendered content at full resolution. They also included the Aquilon presentation system and video wall processor to seamlessly handle multiple inputs on the LED video wall. “This can include live IMAG camera feeds, laptops and virtually any other source they want to visualize,” Teates said. “They can also connect to a Cisco Codex system for video conferencing, such as Teams or Zoom. The system gives them the ability to host high-end, live presentations with very low latency.”

Bridging Audiences and Ideas

Moving into the new campus, Walmart wanted to establish a world-class auditorium that would build on the legacy of its former headquarters space. “Many historic events took place in the previous auditorium, and the vision was to create that same sense of significance in the new location,” said Wes Abbott, senior manager of Campus Events at Walmart.

The centerpiece LED video wall exceeds that goal, delivering an experience that is both exciting and impactful, according to Abbott. “It immediately captures your attention and sets the mood for the room. Walking in, you know you’re stepping into someplace special.”

The flexibility of the new LED video wall enables opportunities that were not possible in the previous auditorium. With an expansive, high-resolution canvas, Walmart can create dynamic backdrops for events. When presentations are held, the faceted side video walls are used to display live IMAG camera feeds to keep audiences engaged.

“We can open multiple picture-in-picture windows during meetings so people in the room can view graphics and PowerPoints while seamlessly interacting with remote participants in the field,” Abbott said. “As a company, Walmart is dedicated to bringing people together and sharing ideas. The LED video wall provides a powerful way to do that.”