



Ragon Institute

PRODUCT

Planar DirectLight Pro Series

LOCATION

Cambridge, Massachusetts

INDUSTRY

Healthcare

APPLICATION

Guest Engagement
Digital Signage
Collaboration
Presentation System

PARTNERS

Red Thread
AVH Technology Partners

LED Video Walls Enhance Visibility of Ragon Institute's Mission

Founded in 2009, the Ragon Institute is a joint initiative of MIT, Harvard and Mass General Brigham, united behind a mission to harness the immune system to prevent and cure human diseases. Grounded in the belief that breakthroughs can emerge from the synergy of diverse scientific fields working together, the institute aims to establish strong connections across often-siloed academic disciplines, helping to accelerate progress in global health.

The Institute recently marked its 15th anniversary with the grand opening of its new 323,000-square-foot headquarters in Kendall Square, Cambridge. The five-story, LEED Gold-certified facility incorporates an array of sustainable designs and features state-of-the-art laboratories and resources to empower scientists who are addressing some of today's most urgent health challenges. Much of the interior—including lab stations, meeting areas and workspaces—was purposefully designed to inspire cross-disciplinary collaboration, a key driver of transformational research and scientific discovery.

To support the Institute's mission, the new facility integrates advanced audio visual technologies, including a striking collection of fine pixel pitch LED video walls from Planar. Designed by AVH Technology Partners and installed by workplace and technology solutions provider Red Thread, the display systems help advance the Institute's purpose in several important ways.

Bringing Research to Life

In the lobby of the new building, a nearly 16-foot-wide, 9-foot-high (8x8) Planar® DirectLight® Pro Series LED video wall with a 1.2mm pixel pitch provides a stunning canvas for showcasing the Institute's work in immunology.

"The video wall is a big attraction, not only for those who work at the Institute but also for the surrounding community," said Katie Coleman, communications specialist at the Ragon Institute. "Passersby on the street can easily view it through the building's large glass walls. We see it as a great way to engage the broader public, including visitors to Kendall Square."

The communications team uses the Planar LED video wall to display curated content that offers a visual glimpse into the Institute's scientific research. "For example, we've been showing these really incredible microscopy images—people can read the captions and learn about the progress we are making," Coleman said. "It gives them a chance to connect with the science and better understand our mission."

Matt Curtin, audiovisual sales director at Red Thread, said the lobby LED video wall makes for a great introduction to the Institute as a whole. "The installation is stunning and it emphasizes Ragon's very strong culture," he said. "Having this dynamic visual appeal at the entrance was really important to them—it helps express that they're not only on the leading edge of biomedical research but also technology."



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—Katie Coleman, Communications Specialist, Ragon Institute



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— Claire Brewer, IT Director, Ragon Institute

Promoting Scientific Dialogue and Learning

In addition to the lobby display, three more Planar DirectLight Pro Series LED video walls were integrated throughout Ragon’s new facility:

- A nearly 20-foot-wide, 7-foot-high (10x6) array with a 1.5mm pixel pitch in a 180-seat auditorium located on the ground floor.
- A nearly 16-foot-wide, 4.5-foot-high (8x4) array with a 1.2mm pixel pitch in a 45-seat seminar hall, also on the ground floor.
- A nearly 16-foot-wide, 6-foot-high (8x5) array with a 1.2mm pixel pitch in a fifth floor boardroom.

All three LED video walls are equipped with presentation tools, auto-tracking cameras and full video conferencing capabilities. According to Coleman, the auditorium and seminar hall displays serve as focal points for the Institute’s research and educational activities. “The seminar hall is primarily used for classes and lectures led by Ragon Institute faculty, and the auditorium hosts weekly science seminars moderated by visiting speakers, which are a huge draw,” she said.

The boardroom LED video wall is used for presentations and regular video conferencing meetings, providing the flexibility to communicate and easily share information with people on the outside. “We have weekly collaborations where we provide updates on the work taking place in the labs,” said Ragon Institute IT Director Claire Brewer. “The video wall allows us to connect with people locally, nationally and internationally.”

Coleman added that the full suite of LED video walls is essential to meeting the Institute’s educational goals. “The Ragon Institute, in addition to being a research facility, is deeply dedicated to educating the next generation of scientists,” Coleman said. “The display technologies give us the ability to do that in a very meaningful way.”

About the Planar DirectLight Pro Series

Planar DirectLight Pro Series fine pixel pitch LED video walls deliver beautiful imagery to suit every indoor, fixed installation application. Offering 5x the bandwidth of competitive solutions, the displays reduce total cost of ownership and feature fewer cabinets, cables and internal components like receivers and power supplies. The solution comes with the Planar® WallDirector™ Video Controller which drives the video wall at native resolution, captures multiple 4K inputs and includes a web-based management software for simplified set-up, configuration, operation and monitoring. Planar DirectLight Pro Series is protected by the Planar® EverCare™ Lifetime Limited Warranty, which covers the whole display— everything from the sub-pixels to the video controller, for as long as it is used in a fixed location.