

**Product**

Planar TVF Series

Location

Boston, Massachusetts

Industry

Corporate

ApplicationHuddle Room
Executive Boardroom**Partner**

Adtech Systems

Global Investment Management Firm Integrates LED Video Wall Technology at Boston Headquarters

MFS Investment Management

Founded in 1924, Boston-based MFS Investment Management is one of the oldest investment management companies in the world, with nearly a century of active management experience. MFS has offices globally and is credited with establishing the first mutual fund, the Massachusetts Investors Trust fund, which is still in operation today.

In two high-profile meeting spaces at the company's Boston corporate headquarters, existing video wall systems had reached their end of life, prompting MFS to launch a search for an optimal replacement solution. "We were looking for the most current technology and we wanted to avoid having to make significant architectural changes as both rooms had been custom designed to fit the previous video walls," said Brian Katziff, audio visual group manager at MFS Investment Management.

The spaces include an executive boardroom and a huddle area that MFS calls 'the research room.' Both rooms are intentionally designed, each with a specific need for display technology.



“The executive boardroom is used as a meeting place for higher officers in the company and to host visiting clients, so it’s important to have a really nice-looking showpiece for presentations,” Katziff said. “The research room is where investment professionals gather to discuss investment strategies. Often, this includes clients as well as people who video conference in from multiple locations around the globe.”

“The displays are very impressive, there’s not a bad seat in the house.”

— *Brian Katziff, Audio Visual Group Manager,
MFS Investment Management*

Consultative process lands on Planar TVF Series

To help identify the best display technology and representation for these spaces, MFS engaged audio visual integrator and technology solutions provider Adtech Systems. Senior Account Executive and Systems Designer Jim Ares subsequently led MFS through an investigative process to evaluate the full range of options and design variables.

Ares said, “We went through a fairly extensive exercise of design and budget. There was a lot of education on video wall systems, like pixel pitch, resolution and back-end video processing. We looked closely at how they planned to use video wall technology, including what would be displayed.” The use-case evaluation was a key aspect. “Video wall technologies are very specific to the environments that they are requested to be installed in. As an example, a video wall in a sports bar must be able to withstand extreme conditions of potential flying objects and liquids, and displays primarily one type of content, where the video wall for a financial institution is a very different specification due to the environment, and can be budget priced accordingly,” he said.



A significant part of the approach for both rooms revolved around content needs and choosing the ideal pixel pitch to ensure that visibility of data and graphics would be optimized throughout each space. More factors included cost for pixel pitch, warranty, maintenance programs, serviceability and power requirements.

“After two months of education and looking at different video wall manufacturers and technologies, we were able to sit down with the client and unanimously agree on the best solution,” Ares said. “The client invested the time into researching and understanding the product, and at the end they could fully justify their decision.”

Adtech Systems installed a nearly 10-foot-long, 5 and a half-foot-high Planar® TVF Series LED video wall with a 1.2mm pixel pitch (TVF1.2) in a 5x5 configuration in MFS's executive boardroom. In the research room, they installed another 5x5 TVF1.2 system that is flanked on either side by nearly 8-foot-long, 5-foot-high Planar TVF Series LED video walls with 1.2mm pixel pitches (TVF1.2) in 4x4 configurations.

Making a visual statement

In both rooms, the Planar TVF Series LED video walls make a major statement and greatly improve MFS's ability to highlight and communicate research, ideas and information. “The displays are very impressive, there's not a bad seat in the house,” Katziff said. “A lot of data is shown on those walls, whether it's spreadsheets, graphs, PowerPoints or PDF files, and the clarity and sharpness of content far exceeds what we had with the previous systems. It makes presentations more dynamic and much easier to digest.”

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— Jim Ares, Senior Account Executive and Systems Designer, Adtech Systems



Adtech was able to integrate the video walls into the prevailing builds of each room without the need to add extra power or cooling requirements. “The Planar TVF Series displays are sized in a way that allowed us to as closely as possible match the size of the existing display technology,” Ares said. “We could not expand the footprint and were able to come within a couple inches so as to not require architectural changes to the finished woodwork.”

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.