X SERIES

UNLV's Harrah College of Hospitality wins big with new 4K media wall

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UNLV
UNIVERSITY OF NEVADA LAS VEGAS

BACKGROUND

UNLV's William F. Harrah College of Hospitality in Las Vegas offers world-renowned hospitality management and administration programs that lead the industry. The new building for such a respected college needed to be more than high-end – it had to bring the sizzle.

THE CHALLENGE

Even for a school with the cache of UNLV, technological purchases need to support the organization mission, excite and engage students, and provide return on investment. In this city of spectacle, cutting-edge AV tools deliver, helping UNLV make an immediate impression on the hospitality community.

THE SOLUTION

Eye-catching signage

At the heart of the new AV system is a curved 4K media wall by NanoLumens installed in the main vestibule's corner, with Datapath delivering the video wall control.

This AV installation ticks all those boxes and more. UNLV's Harrah College was building a new state-of the-art building for their world-class hospitality department and wanted something dazzling in the front area.

The new media wall is a statement piece and more. The 2.5mm pixel-pitch NanoLumens Nixel LED concave display is a knockout. Weighing approximately 600 pounds, and measuring 16.5-feet x 5.4-feet, this wall is an eye-catcher even though installed in a tricky corner of the hall entrance. The pixel pitch and vivid 4K resolution imbue the screens with a truly immersive quality. Used in concert with NanoLumens' proprietary AWARE software platform, the media wall was installed by National Technology Associates. The media wall is extremely bright and easily viewable, even with large windows and direct sunlight.

A bright idea: LED

Now established as a viable alternative to 'traditional' video walls, LED's growing accessibility has attracted the attention of integrators and technology managers.

"We wanted a 'wow factor' with this new hall, we knew this media wall would make a statement."

"We were the first ones on campus to do an LED wall, If you get the right aspect ratio with your LED wall, you can put so many content boxes on there."

Frank D. Alaimo, A/V Systems Specialist, CTS-I, DMC-E-4K, UNLV

Impressive wall control

Datapath Fx4, a standalone multi-faceted display controller, is at the heart of this curved digital signage stunner. The AV technology team wanted a solution that could be easily scalable. The NanoLumens media player connects to the Datapath Fx4, and whatever is fed, the Fx4 will scale and push it to the wall.

"The Fx4 doesn't care what it's being fed. They have that latitude and flexibility to give the Fx4 anything they want. The Fx4 is a tried and trusted, award-winning workhorse. It functions to process and scale whatever it's told to do," commented Keven J. Yue, Senior Sales Manager, Western United States.

The Fx4 is designed to run 24/7/365 – so is comfortable running without issue. As reliable as the Fx4 is, it is also flexible. It features a DisplayPort 1.2 main input and two HDMI 1.4 inputs. The UI allows users to determine which input is used. A dedicated DisplayPort 1.2 loop through output allows users to connect multiple devices. Specifically designed prevent any resolution loss, the original capture signal will remain unchanged.

Be Our Guest

The Hospitality College hosts frequent tours, Alaimo added. Visitors arrive on campus from every aspect of the casino industry and the world to view the new building. The AV team can update content on the fly and add personalised logos to welcome visitors.

The influence of this luminous LED media wall is sure to extend far beyond its fixed location in the college vestibule. Keven Yue enthused, *"It's perfect for attracting the very best students to join these programs."*

REFERENCE

Datapath
www.datapath.co.uk

NanoLumens
www.nanolumens.com

University of Nevada Las Vegas
www.unlv.edu/hospitality

"Because our wall is 4K, the Datapath Fx4 box is, in essence, acting like a pass through to get the content out to the wall."

"That is important as we have an unusual sized wall. It's impressive; I can connect a PC to the AWARE product quickly, and even without a 4K card, it's a standard, integrated video card - when we pump it out to wall, the 4K was clear as a bell."

Trevor Brown, Assistant Director of Technology Operations, UVLV

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