

# Seminole State Outdoor LED Wall



## CHALLENGE:

Seminole State College needed a partner to update their very outdated on-campus digital signage.

A large video wall was needed to provide important information for students and guests and not be a solution that would break the bank.

They were equipped with a very outdated dot-paneled video wall, and desperately were seeking an upgrade that could be utilized without needing a major update in a few years.

They came to the right AV design company and chose Crunchy Tech since we can custom engineer and design anything they needed to engage their students with better on-campus digital signage.







## SOLUTION:

Typically, this would be a straightforward installation except a requirement from the client was that we needed to reuse an existing structure that held an outdated LED board.

We were able to remove the old cabinets, measure and design brand new interface brackets which then allowed the new, higher resolution cabinets to be installed on both sides of the structure. Being able to reuse the existing structure created a much lower cost for the client and they were ecstatic.

With one LED wall location on a busy intersection, we installed ambient light sensors and programmed them so the brightness during the sunlight hours was utilizing 100% of the LED wall's 6000 nit brightness rating, but as soon as the sun set it would automatically drop to 40%.

The final obstacle was extending the NovaStar processor signal from an IDF that was miles away. This was achieved by using the existing fiber infrastructure and introducing a fiber converter to feed content to the LED wall.

The client ended up having two updated video walls with custom sheet metal, powder coated to match the existing surrounding parts to finish the look.



## SYSTEM:

### EQUIPMENT USED IN THE INSTALLATION INCLUDED:

**2 high definition dual 10ft x 5ft outdoor LED video walls** were used at two separate sites as an upgrade to existing signage.

**NovaStar Video wall processor:** Used to control the video output and content for the 2 dual-sided video walls.

**Custom interface brackets** we designed and engineered custom brackets and metal work to reuse the existing structure that contained the outdated video wall.







## THE IMPACT:

The impact was a stunning, high definition, dual 10ft x 5ft LED wall with the same physical profile that can be used for years to come.

This has helped immensely with messages for students across campus and for giving reminders for events and key dates.



# METRICS:



**30%**

Savings in equipment costs versus other vendors.



**40%**

Increased student engagement

