

CASE STUDY: SLATE NY

Samsung UD Series Video Wall Displays Bring Wow Factor and Attract Crowds and Events to Top-Rated New York Entertainment Venue

SLATE
RESTAURANT • BAR • EVENTS

OVERVIEW

Customer Need

Slate, a popular New York City sports bar and events venue, wanted to create an impactful audio-visual experience for guests that would set it apart from other venues and attract more event bookings. Working with multimedia integrator Homedia Electronics, it began a search for a cutting-edge video wall solution that would be easy to maintain, offer narrow bezels for seamless viewing, and be cost-efficient. The video walls would also need to be adaptable to the audio-visual needs of Slate's private and corporate events.

Samsung Solution

Samsung's 55-inch UD Series Direct-lit LED display provided Slate with an elegant solution designed specifically for video wall applications. When the video wall is assembled, the bezel-to-bezel width measures just 5.5mm, delivering a virtually seamless viewing experience. Digital loop out through various ports allows up to 100 displays to be connected, delivering equal picture quality throughout the whole video wall.

Results

Slate installed 25 UD Series displays throughout the venue, including four video walls in 2x2 format behind the full-service bar and a suspended 3x3 video wall in the main lounge area. Following the installation, Slate saw a 25-percent increase in foot traffic for popular sporting events, as well as a spike in event bookings. The venue is planning to further leverage the video walls through the integration of custom graphics that will enable it to transform the atmosphere for club nights and special events.



THE CUSTOMER

Slate NY

UPTOWN Magazine named it New York's "Best Sports Bar," and Zagat rated it one of the top 10 sports bars in New York to watch the NFL playoffs. But Slate in New York City's Flatiron district is a lot more than a sports bar. It is what Jimmy Fok, Slate's general manager, describes as a "multi-platform entertainment venue."

Spanning 16,000 square feet spread over two floors, Slate combines the industrial feel of exposed pipes and vents with the comfort of lounge areas lined with oversize, plush sofas, and the lively atmosphere of a place that has an entertainment option for everyone.

The venue is open for up to 16 hours a day. Apart from the sports bar, Slate also offers a gaming section for billiards, foosball and ping pong, a full-service restaurant and a dance floor. A well-designed and flexible floor plan provides spaces for a range of private events, from intimate gatherings and birthdays, bar and bat mitzvah parties to full-blown fundraisers and corporate functions for up to 1,200 guests. "We do more than 300 private events a year," says Fok.



THE CUSTOMER NEED

Cost-savings, Ease of Installation and Use, and Wow Factor

With the increasing popularity of higher-end sports bars, Slate saw cutting-edge audio-video capabilities as a competitive edge. Over several years, the venue had invested in and installed a collection of 30 pieces of video equipment – from projectors to plasma TVs.

In early 2013, Slate underwent an audio-visual refresh, focused on streamlining and modernizing the venue's disparate video sources through the installation of video walls. "Higher-end sports bars are becoming increasingly popular and that is one aspect we were looking to satisfy," says Fok. "We also have for several years maintained an extensive audio-visual system in order to cater to and remain on the forefront of satisfying our corporate and private event clients."

The timing of the refresh was also in part inspired by March Madness, the broadcast coverage of the annual college tournament for men's basketball. Co-producer CBS Sports had selected Slate as the venue for a private event to celebrate

the start of March Madness with the program's sponsors and 1,000 guests. "The video walls had to be all done by the second week of March to meet that deadline," says Fok.

Working with integrator Homedia Electronics, which specializes in multimedia installations, Slate began the selection process for a video wall solution that would bring a "wow factor" to the venue. "We wanted to be on top of the trend and ahead of many other venues in the integration of a complete audio-visual solution," says Fok. "The cost-effectiveness of purchasing the displays over renting them was a massive consideration. Ease of use, bezel width and mounting convenience were also top on my list."

Fok had been researching commercial displays, and narrowed his selection to Samsung. "I saw Samsung had upped their game in commercial video wall installations," he says.

THE SAMSUNG SOLUTION

Ultra-Narrow Bezel UD Series LED-lit Displays

The Slate audio-visual refresh involved the installation of 25 UD Series Direct-lit LED displays to create four video walls in 2x2 format above the full-service bar, and one suspended video wall in 3x3 format in the center of the main lounge on the ground floor.

The 55-inch UD Series displays are designed to create seamless video walls, with a bezel-to-bezel width of just 5.5mm, so that attention remains focused on the content, not the lines between panels. With 1920 x 1080 Full HD resolution, a screen brightness of up to 700 nits and a glare-proof surface, the displays provide impressive picture quality and visual impact.

Additionally, by selecting an LED-lit display, Slate was able to benefit from energy consumption savings of up to 30 percent compared with CCFL-backlit LCD displays. The direct-lit LED light source allows better uniformity with higher brightness.

Conventional commercial displays are generally individually connected to the content source, but the digital loop

out in the UD Series produces a single image without any loss of quality. Digital loop out through various ports allow up to 100 LFDs to display equal picture quality throughout the whole video wall. Remote controlling is supported through RJ45 LAN multi display control (MDC) feature along with the RS232C daisy chain MDC.

According to Homedia's Dan Hirschberg, the biggest benefit of the UD Series displays is the onboard video wall processor. "Slate didn't have to waste money on an external video processor. Samsung has technology built into the screens," he says. "The MDC software gave us the ability to adjust every individual screen. It allows you to go on your computer and remotely fire the screens up and shut them down remotely."

"Completing the entire design and installation in such a short timeframe was a huge challenge," says Hirschberg. "But everything about the Samsung displays made it easier. They also allowed us to push the limits of what video walls are intended to do."

QUICK PROFILE

As used at Slate NY

SAMSUNG UD-C SERIES LED DIRECT-LIT DISPLAYS



DISPLAY SIZES (DIAGONAL):

46 inches/55 inches

PANEL TECHNOLOGY: Direct-lit LED

RESOLUTION: 1920 x 1080

BRIGHTNESS: 700 nits

CONTRAST RATIO (TYPICAL): 3,500:1

VIEWING ANGLE: 178°/178°

RESPONSE TIME: 8ms

SCREEN DEPTH: 3.8 inches

INTERNAL MEDIA PLAYER: Cortex-A9 1GHz Dual Core, 1GB DDR3, 8GB FDM

BEZEL WIDTH: 3.7mm (upper and left), 1.8mm (right and bottom)

WEIGHT: 39.6lbs for UD46 / 52.8lbs for UD55

FEATURES: Advanced Color Management, Magic Clone, Auto Source Switching & Recovery, Lamp Error Detection, RS232C/RJ45 MDC, Video Wall II (10x10), Pivot Display, Image Rotation, Button Lock, DP 1.2 Digital Daisy Chain, Smart Scheduling, Smart F/W update, Built In MagicInfo (Lite, Premium-S, Videowall-S)

POWER CONSUMPTION

(Typical/Max): 87W/165W for UD46; 110W/220W for UD55

ENVIRONMENTAL: Energy Star 6.0 compliant, RoHS compliant

STANDARD WARRANTY: 3 Years On-Site (Parts / Labor / Backlight)



“The UD Series video walls are a perfect fit for Slate and enable us to take our vision of being a multi-platform venue to the next level.”

– Jimmy Fok
General Manager, Slate

THE RESULTS

More Foot Traffic and Increased Event Bookings

Following the introduction of the Samsung UD Series video walls during March Madness, Slate saw an increase of 25 percent in foot traffic for popular sporting events, and also a spike in event bookings. “The video walls are great for us because we’re a multi-platform entertainment venue,” Fok said. “They provide us the opportunity to transform the atmosphere of the venue depending on the time of day or event being hosted.”

While currently the video wall content is primarily sports broadcasts, Slate is on its way to implementing custom graphics and integrating the video walls with the lighting system on club nights Thursday to Saturday. It is also drawing greater engagement at private and corporate events to use the video walls for branding and for other content such as slide shows and presentations.

Each of Slate’s four 2x2 video walls above the bar measure more than nine

feet corner-to-corner. Each display can show a different image, or together all four can display one large image. All four video walls are also looped together so that they can display custom content across the full length of the bar as a 2x8 configuration. Flushed against the walls of the bar, the screens look like they are part of the wall.

The 3x3 video wall can display content from any of the more than 20 available sources from the video distribution system, including Directv, Time Warner Cable, Blu-ray, DVD and PC. Completely suspended from a structural beam, the video wall appears to be floating in mid-air, above the DJ booth, providing a centerpiece for the main lounge.

“The UD Series video walls are a perfect fit for Slate and enable us to take our vision of being a multiplatform venue to the next level,” Fok says.



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