THE MEDIA WALL

The Media Wall is a permanent exhibition space for the TPG Digital Programme. It was installed in 2012 with support and sponsorship from SHARP, Lavazza and Esmée Fairbairn. View the archive of past projects on the Media Wall here.

The Screens

- The screens consist of a 2.7 x 3m video wall consisting of 2 x 4 rows of 60" Sharp PN-V602 LED Screens in portrait format mounted into an aperture so it is flush with the wall.
- Each screen has a resolution of 1366 x 768 pixels.
- The Wall in total is 2732 pixels (h) x 3072 pixels (w)
- The screens have incredibly matte rich blacks and are high brightness so colour is ultra-intense.
- There is a possibility that subtle greyscale images will appear more density and have increased contrast, so please keep this in mind.
- At present the Wall has no capacity for audio – it is silent. However we can investigate options should you require this.

The Backend

- A single PC with a video card with 8 video outputs for the wall. The PC runs Windows 7 Professional SP1
- The programming/control of exhibitions is via SCALA digital signage software. This can play back sequences of images, text, video, web pages, flash files etc. The interface for Scala resembles PowerPoint – so you drop in media and arrange it on screen in this way. http://www.scala.com
- The screens are set up as a single desktop for the PC playback device. So what this means is that we can bypass the Scala Video Wall software and play a browser full screen or any other content this way as you would on a normal PC. However, there can be issues with video tearing with certain forms of content which Scala is very good at handling.
- Media can be sequenced according to time of day etc

File formats Supported:

- Image: BMP, JPG, GIF, PNG, TIFF
- Video: AVI, SWF, MPG, WMV, H.264
- For best performance, videos should be supplied in H.264 format using the X264 codec which can produce a video at full resolution frame. We use the Sorenson Squeeze Pro X264 codec, or the recent versions of Adobe Media Encoder CC which allows for high-quality, full frame renders using H.264.
- Depending on the nature of the content, bitrate should be set to 10 – 20Mbps CBR, and as part of the install and delivery of the files it may mean re-compressing in multiple versions to get the best performance/quality.
- Through Scala, we can also display full screen HTML5 webpages, though this should be optimised for the resolution 3072 (width) x 2732 (height)
- Outside of Scala, we have also presented PowerPoint projects and purpose-built JavaScript applications. In the case of moving image, be aware that the screen array can lose sync between screens when playing fast moving video outside of Scala.