

Washington Convention Center, D.C.

Streaming and digital signage in one fully integrated solution



Organization

Washington Convention Center, D.C.

Industry

Hospitality

VBrick Products

- **VBrick Enterprise Media System**
- **VBrick Enterprise Media System Scheduler**
- **H.264 HD Encoding Appliances**
- **H.264 HD Set Top Boxes**

Applications

Fully integrated streaming video with digital signage

VBrick Channel Partner

Eyetrans Media Communications

With nearly 1 million people attending annual events, conferences and exhibits at the expansive Walter E. Washington Convention Center in downtown Washington D.C., management decided that a dedicated digital signage system was a necessity. Not only would digital signs help keep visitors up-to-date and oriented about events, it would enable clients leasing the facilities to run their own content.

The Challenge

Provide Real Time Information Updates to Nearly 1 Million Annual Convention Center Visitors

The key driver was flexibility. Every week the Center hosts events targeting different industries and associations, different sponsors and different audiences. Increasingly, it found clients requesting digital signage to display content that they could easily customize and update. Many of those clients were renting systems at great expense – paying not only for the displays, but also for cabling and content distribution. Yet, undeterred by the cost, their demand for ever more sophisticated signage was growing. Soon, clients expected signage that incorporated video to better attract visitors to key events, or to broadcast those events where visitors congregated.

It didn't take long to conclude that video-enabled digital signage was the future of exhibiting, and the Center decided to future-proof its facility. However, this was no small task given the Center's expansive footprint.

The Solution

VBrick Systems Digital Signage Solution

The second largest building in Washington D.C., the Center's three massive levels fill six city blocks – the length of two Washington Monuments laid end to end. The digital signage deployment the Center envisioned wasn't small either. It encompassed 150 displays, including sixty high-definition flat panel displays distributed around the facility, as well as ninety more (on a separate system) located at the meeting room entrances.

In addition, the Center planned to install a series of video wall panels. One was a 20x6-foot video wall comprised of eighteen displays mounted on the Center's second level skywalk. Another in the lower-level concourse measured 2x16-feet. And three additional video walls in each of the main lobby areas measured 8x6-feet.

In a traditional signage system, all of this would have required dedicated wiring to stream content to signs located at the Center's most distant corners. Fortunately, the Center had been designed with a fiber network that allowed it to distribute individualized digital content on separate multicast channels.

Considering client demands for video-enabled digital signage and after an extensive vendor evaluation, the Center selected a VBrick Systems' Digital Signage solution including VBrick's award-winning high-definition H.264 encoding appliances.

The Solution, continued

Designed to stream live or on-demand IP video, the encoders enabled the Center to stream content to either end of the facility without compromising image quality or taxing network bandwidth. Simultaneously the digital signs throughout the Center conveyed valuable information critical to convention center visitors.

And because the convention center was preparing to host the Microsoft Global Partners conference a mere two weeks after the planned installation, time was of the essence. VBrick, along with its partner EYETrans Media Communications, worked feverishly to install, test and bring the digital signs online in time for the show. The result? Thousands of attendees were kept abreast of schedule and agenda changes in real-time. The digital signage also introduced a highly interactive experience as attendees could send and read Tweets displayed on the new signs throughout the course of the event.

The Benefits

Real Time Information Sharing, Reduced Communications Costs

By installing a digital signage solution, it costs clients less to utilize this technology than the combined rental fees they had previously incurred. In addition to making the Center more competitive, deploying a VBrick Digital Signage solution also made it simpler for clients to upload and manage their own content on a ready-made system.

“We look at our role as providing a broadcast facility, rather than just a digital signage network,” said Michael Waxer, Chief Technology Officer for the Washington Convention and Sports Authority. “The Center now has a dedicated staff and the facilities to help clients design signage content, create video, and manage it during events. We believe this is the direction that leading Convention Centers are going.”

“After a comprehensive review of all major digital signage solutions on the market we ultimately selected VBrick Systems because it stood alone in providing high quality, interactive digital signage across our convention center. Moreover, because VBrick Systems’ solution allows digital signage content to be delivered as one video stream over our network, we’ve realized tremendous cost efficiencies with the deployment.”

Michael Waxer
 Chief Technology Officer
 Washington Convention Center



About VBrick Systems, Inc.

VBrick is the leader in Enterprise IP Video solutions, with over 9,000 corporate, education and government customers and 60,000 installations worldwide. VBrick solutions work over standard IP networks and the Internet to deliver rich media communications that connect people everywhere – from employees and customers, to partners and shareholders. Our comprehensive product suite and end-to-end solutions are used in a wide range of live and on-demand applications including meeting and event broadcasts, distance learning, digital signage, TV distribution, video surveillance, and Web-based marketing campaigns. Headquartered in Wallingford, CT, VBrick’s products and services are available through industry-leading value-added resellers.

For more information, visit www.vbrick.com



VBrick Systems Inc. | 12 Beaumont Road | Wallingford, CT 06492 | 203.265.0044 | www.vbrick.com