TRANSFORMING LOBBIES & ATRIUMS

Video Walls that engage, educate, and wow visitors

userful™

INTRODUCTION

As the old saying goes, you don't get a second chance to make a good first impression. This is why organizations invest heavily in their lobbies, foyers, atriums, reception areas, and even waiting rooms.

Video Walls provide companies a unique solution to make a great first impression, while communicating messaging, reinforcing the brand, and promoting products and services. Video walls are a great way to capture attention, and can add an artistic flair to help with the ambiance of a space. At the same time they can be quickly and easily updated to offer any new visual content: textual information, still images, and videos.

A video wall for any space

Video walls can be deployed in just about any configuration and of any size. Today with Userful you can deploy a **video wall of 100+ screens using just 1 standard, off the shelf PC**. Those hundred screens can be in a giant 10x10 grid or a banner or column that's 1x100. This flexibility ensures that no matter how large or how unique the lobby or atrium is, there's a way to bring it alive with a video wall.

Whether a large video or small, one of the key components is ensuring it can easily be managed and controlled. When looking for a video wall ensure it's got the ability to schedule content changes. This allows you to change content based on what is happening during the day–such as traffic maps during rush hours, or television news at the end of the day.

It's also important to ensure your video wall scales to support content larger than what you are intending to display. Userful for example supports up to 8k video content. While you may only want 4k content today, it's good to know you've got a solution that will scale beyond that so you won't need to upgrade when you want to deploy larger or more demanding content.

Artistic Video Walls

The advent of the artistic video wall has made things very interesting when it comes to digital signage and media installations.

An artistic video wall has a unique one-of-a-kind design. Instead of a traditional grid, artistic video walls often use angled displays or mix display types and sizes or create gaps between displays.

This is an ideal platform for a vibrant, dynamic—and even interactive—showcase of videos, images, and web content.

With Userful you can use just about any display and angle each individual display 360 degrees and can place displays anywhere on the image canvas, with this kind of flexibility it's easy to come up with a one of a kind look that enhances the lobby or atrium, promotes the company brand and message and attracts attention.

Finally ensure your video wall can play all the content you want and more. Userful can put just about any content source anywhere on the video wall any time. From websites to 8k video, to HDMI capture as well as live camera feeds and beyond.

How it works

In the past the cost and complexity of video wall solutions has been a deterrent, however as the cost of displays has come down, so too has the cost of video wall controllers used to deploy and manage video walls. Wondering just how cost effective Userful is? You can download pricing online any time by visiting Userful.com/Pricing.

The reason Userful is so cost effective is that instead of using costly proprietary hardware, Userful software is installed on a standard off the shelf PC or server which connects to displays over the network.
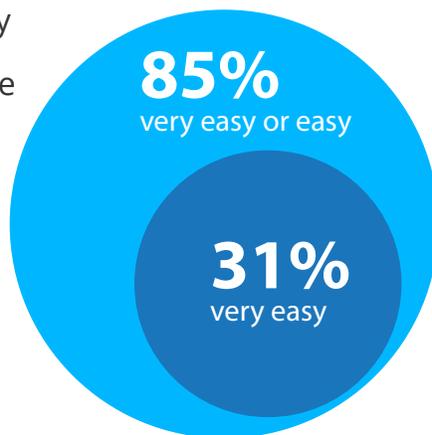
Each display has a single standard off the shelf zero client receiver which connects via HDMI and has an RJ45 port to connect over the network. Userful can run on the company network or an isolated network using a gigabit switch.

By using the network to connect to displays, it's easy to scale and add more screens and even more video walls to any deployment. By deploying a standards based solution, customers reduce your upfront costs as well as their ongoing support and maintenance costs.

Userful maintains industry leading security–read our white paper[1]–while integrating seamlessly into the existing IT infrastructure.

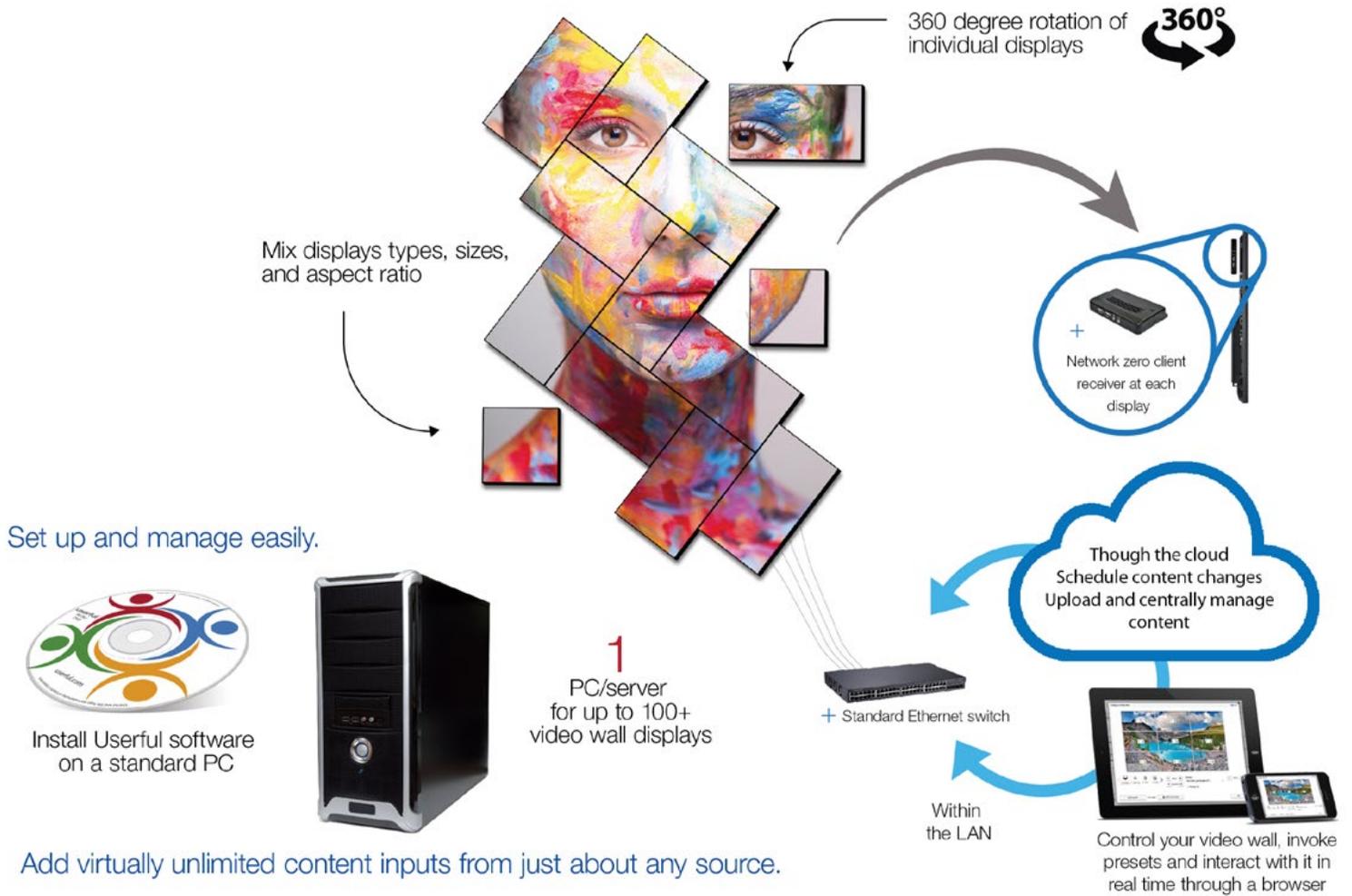## Our 2018 Customer Survey
Userful Is Easy-To-Use and Affordable

85% of customers say Userful is "easy" or "very easy" to manage when compared to other video wall solutions they have used.

85%
very easy or easy

31%
very easy

58% of customers say Userful was half the cost or less than other video walls they considered for their project.

58%
≤ 1/2 the price

27%
≤ 1/4 the price

360 degree rotation of individual displays

360°

Mix displays types, sizes, and aspect ratio

Network zero client receiver at each display

Though the cloud
Schedule content changes
Upload and centrally manage content

Set up and manage easily.

Install Userful software on a standard PC

1
PC/server
for up to 100+
video wall displays

+ Standard Ethernet switch

Within the LAN

Control your video wall, invoke presets and interact with it in real time through a browser

Add virtually unlimited content inputs from just about any source.

Conclusion

Userful can be isolated and managed within the LAN or can be connected to the internet and managed through the cloud. Userful's multi permission system allowing operators within the network to control the lay out and sources displayed on the video wall.

Userful's approach to delivering video walls via the network makes it ideal for lobby or atrium deployments. You can set up the video wall controller in a server room/closet in order to secure it. It's an easy way to deploy an impressive video wall that will enhance customer visits and enhance your lobby, atrium, waiting room or foyer.

Want to know just how cost-effective your Video Wall could be? Get pricing instantly!