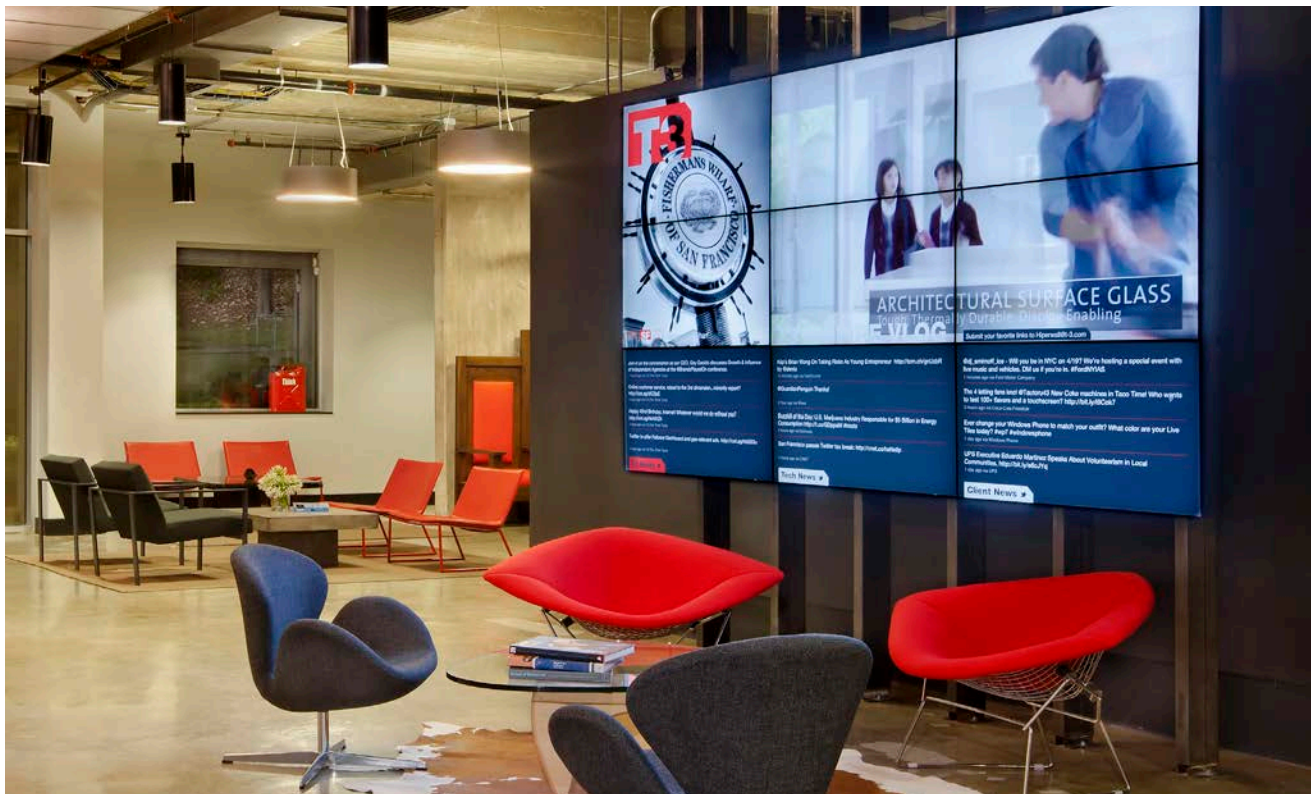**Hiperwall®**
See the big picture.®

T3 Makes a Bold Statement with Hiperwall Video Wall in Lobby

Agency Promotes Creative Capabilities to Clients in a Striking Way

Challenge

When furnishing its new headquarters, executives at T3 wanted to add something visual to the lobby that would make a statement about T3's vast creative capabilities.

Solution

T3 decided to install a 3 x 3 Hiperwall video wall system because of its ability to make an impressive visual impact in the corporate lobby as well as share important information to clients, prospects and employees.

Results

T3 achieved the following benefits from the agency's decision to install a Hiperwall video wall system:

- Built an impressive, dynamic and visually striking centerpiece in the corporate lobby
- Made a bold statement through brightness, color and content that reflects well on T3's brand
- Reduced costs and stayed within budget

Hiperwall® See the big picture.

Background – About T3

Founded by CEO Gay Gaddis in 1989, T3 is the largest independent advertising agency wholly owned by a woman in the United States, with over 150 employees and offices in Austin, New York and San Francisco.

T3 uses its expertise in strategy, creative, media, technology and analytics to create multimedia programs and campaigns from traditional print media to the latest digital, social media and mobile technologies.

The agency uses these capabilities to provide a broad array of services that includes analytics, application development, media planning, mobile, online advertising, traditional media, web architecture and development, video, social media and email for clients such as Windows Phone®, Ford®, MSN®, Sprite®, MetroPCS® and other companies that want to leverage the latest in innovative and creative solutions.

Challenge

Until recently, T3's Austin-based team worked in several older houses, some dating back to the 1800s. The growth of the agency motivated T3 to purchase a building to house the entire Austin team. During the renovation of the building, T3 executives decided they wanted to make a bold statement in the lobby—something that told visitors immediately what the company is all about.

As a cutting-edge digital advertising firm, T3 understands the modern adage that "content is king." The company wanted a special way to show off its digital expertise for clients and other visitors. T3 knew it wanted some kind of visual technology in the lobby, but wasn't sure what kind, according to CIO Russell Harris.

"We looked at all kinds of ideas," said Harris. "We knew we wanted video but we weren't sure if it was going to be projectors, LCDs or something else."

"As the building started to evolve architecturally, it became apparent pretty quickly that projectors wouldn't work in the lobby with the angles of light," said Harris. "That's when the notion of the video wall started to come together."

> "The main goal for the wall was to serve as this visually striking, dynamic centerpiece in the lobby for clients, partners who come and visit, and internal employees as well," said Todd Spencer, T3's Enterprise Architecture Supervisor. "The images as so bright and vivid that it is really a striking presentation as soon as you walk in the lobby. I do believe our goals for the wall have been accomplished."

Solution

T3 contacted its audiovisual consultant regarding its next move. The agency was told that a video wall system from Hiperwall, Inc. would be a perfect fit. The consultant had recently installed another Hiperwall system for a local homeland security office.

As the next step, T3 saw Hiperwall in action at the homeland security center and left convinced. The agency decided to install video wall display technology from Hiperwall in T3's lobby.

The choice of Hiperwall also allowed T3 to stay within budget. "We were very keen on the software because we were limited in our budget," said Harris. "We had a rough idea of the size that we could afford so we ordered a license for a 3-by-3 monitor grid with a total of nine LCD screens."

Once the green light for the display was given, T3's Enterprise Architecture Supervisor Todd Spencer took over managing the installation and maintenance process.

Spencer learned that Hiperwall is based on video wall display technology initially developed at the University of California, Irvine's California Institute for Telecommunications and Information Technology (Calit2), and that the company offers a high-performance, low-cost video wall software system that can display a wide variety of content with unprecedented speed, flexibility and functionality in extremely high resolution.

Using ordinary PCs, monitors and an Ethernet network, the Hiperwall system displays still images up to 1GB resolution or larger, HD videos, live HD video streams and PC applications. Multiple feeds can be displayed on the wall simultaneously and users can reposition and resize each feed in much the same way they move and resize windows on a PC desktop. Each feed can be scaled up for viewing on several monitors or the entire wall instantly depending upon the user's discretion.

"The installation went very smoothly," said Spencer. "We had good interaction with Hiperwall, which helped us get through some of the initial hurdles towards figuring out the ideal installation."

Once Hiperwall was up and running, Spencer handed the system's operations over to the agency's creative department. He said that training their creative team to operate the system was simple.

"You just have to leverage your knowledge of Windows computers to manage the system," said Spencer. "The fact that it ran on a platform that we were familiar with made the management aspect of it considerably easier."

The T3 system uses a single Hiperwall "Control Node" —a computer that manages how all content is stored and displayed on the video wall.

T3 also took advantage of Hiperwall's "Screen Sender Node," which allows users to display real-time replicas of the screen display of any network-attached PC, enabling that PC to "send" its screen to the wall.

The art director first designed a template for the wall. The top-left screen on the left and the one underneath it combine to form a static area for still photography of various points of attractions— digitally manipulated for a consistent look and feel—in each of the cities where T3 has offices.

Four monitors featuring the top middle and right monitors, along with the middle and right middle monitors, are set up to display a video feed. T3 uses QuickTime® movies played back directly from the screens themselves, often featuring content created specifically for the agency's clients.

Each of the three screens of the bottom row receives content from the Sender Node computer. A single Firefox® browser window on the Sender Node displays a custom Flash® application that aggregates various RSS feeds grouped according to content.

The bottom-left section of the video wall features T3-focused RSS feeds, such as the T3 blog, Twitter® feed and other real-time company content.

"The goal was to provide a lot of information on a rotating basis that is of interest to the people who work here, the nature of our business, and the clients that our business are engaged in so everyone can keep abreast of what is happening," said Spencer.

One of T3's digital production artists does the daily "care and feeding" of the content on the wall, which is often customized for a visiting client or potential new clients.

Results

T3's Hiperwall video wall serves as the visual focal point for the facility, enabling the agency to showcase its creative work with clients and new prospects, and communicate information to employees. The Hiperwall video wall system provides an abundant selection of live video and application feeds for almost any conceivable use.

"The main goal for the wall was to serve as this visually striking, dynamic centerpiece in the lobby for clients, partners who come and visit, and internal employees as well," said Spencer. "The images are so bright and vivid that it is really a striking presentation as soon as you walk in the lobby. I believe our goals for the wall have been accomplished."

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