Welcome to the

AV TECHNOLOGY

NEXTGEN DISPLAYS

INTERACTIVE, IMMERSIVE, AND INNOVATIVE

By Cindy Davis and Macy O'Hearn

Industry thought leaders discuss display trends and what AV/IT decision makers should keep in mind while planning for their next purchases.

Ask what the big trends are in displays, and most will say direct-view LED. The prices are coming down, you can't beat ...t panels can be

...rs?
...bor if they are
...rently on-exhibit
...s around the

...hose companies
...for their insights

THE LATEST PRO AV DISPLAY PRODUCTS

RICH MCPHERSON
Senior Product Manager of Projectors, Sharp NEC Display Solutions

When planning for their next purchases, AV and IT decision-makers should keep in mind the different types of surfaces that they are projecting or displaying on. As the market continues to evolve, we are seeing new products arise that allow us to project and display content or art on non-traditional surfaces, such as buildings, objects, floors, glass, and walls. The possibilities are endless when we begin to imagine what we might display on these non-traditional surfaces, blending physical and digital properties to create new, holistic experiences.

And even beyond just thinking about the surface, we should keep in mind the surroundings of that surface. We might ask ourselves: How will the location of this surface and its display impact the environment there? What is the surface facing? How many dimensions does it have? Is there ambient light to compete with? COVID-19 has no doubt changed the setup of our physical spaces, so the surface and its immediate surroundings should be reconsidered with every new installation and even each new piece of content that is displayed. We can think about the surface as a canvas for immediate use, while also preparing for what the long-term use of this surface can offer when it's not displaying content.

15 ActiveScene

Sharp NEC Display Solutions' ActiveScene combines Avery Dennison's Vela Dynamic System and Sharp/NEC projection technology for a comprehensive AV solution. With the ability to be retrofitted to any window or glass surface, ActiveScene effectively turns under-utilized space into a dynamic canvas. Controlled electronically, the film toggles between clear and opaque upon command, transforming glass storefronts into large advertising displays, corporate conference room windows into dynamic privacy screens, glass-fronted museum vignettes into informative signage, and more.

ActiveScene provides a turnkey, multi-function opportunity without bezels to distract from the image. The solution is simple and cost-effective to install and use, and gives the customer the opportunity to put under-utilized window and glass spaces to work as a breathtaking AV solution.

sharpnecdisplays.us

15