SDVoE On Stage at MWC19 Barcelona

MWC (formerly Mobile World Congress) Barcelona is a one-of-a-kind immersive experience that gathered more than 109,000 attendees from 198 countries over 4 days this year to learn about the latest trends and industry goals under the theme of "Intelligent Connectivity" — the term used to describe the combination of high-speed 5G networks, the Internet of Things (IoT), artificial intelligence (AI) and big data.

The main conference area, with a capacity for 1500 people, featured a massive 30 x 6.5 meter LED display with 2.9 pixel pitch, offering an astonishing 22 million pixels (10080 x 2184).
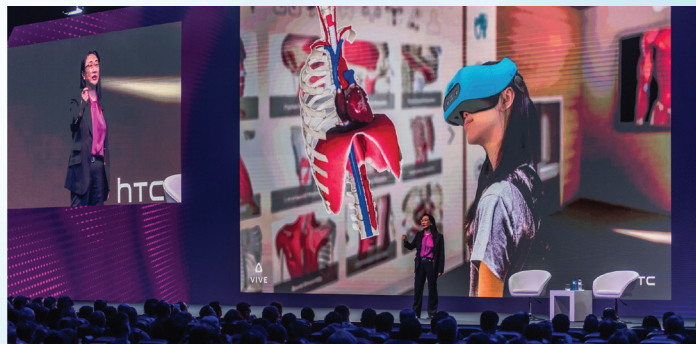
Challenge

How do you deliver extraordinary visuals and run one of the biggest screens (195 square metres) ever used at an event in Spain for a show as important and high-profile as MWC?

Events agency Apple Tree Communications commissioned Power AV, a leading Spanish rental and AV services company with a solid reputation for expertise in video technology, LED screens, sound and lighting, to supply all the AV equipment for the halls in Pavilion 4.

David Martínez, head of Power AV's office in Barcelona, said, "Right from the very beginning, we knew that to run the content on a screen with these characteristics we needed input from a specialized partner. We

immediately thought of MappScreen in Barcelona, which has a team with significant experience managing large format content for big events."

"Our added value is the management of large-format contents on media servers, video processors and show control systems," added Isaac Sancho, MappScreen partner. "There are very few companies here who know how to launch and fill multiple large-scale screens with content, and who have the hardware to do it. This is our strong point."

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Isaac Sancho Ferrer,
CEO of MappScreen

Solution

When MappScreen agreed to take on the MWC 2019 project, it had just acquired a Christie Spyder X80 video processor through Charmex to manage all the signals going to the screen, including presentations, cameras, show control, and multi-windows. The Spyder, in conjunction with Octopus software, also synchronized the lighting and laser show in the hall that accompanied the images on the screen.

To manage signal transmission, MappScreen used Christie Terra, based on SDVoE technology. Christie Terra Transmitter was used to extend audio, video and control signals to deliver uncompressed, zero-frame latency, artifact-free 4K content. Christie Terra Receiver was used to decode the data to displays and other AV devices.

"I have no problem in confessing that I am in love with Terra," added Isaac Sancho Ferrer, CEO of MappScreen. "At the beginning we thought that it was simply extending 4K video signals, but then we realized that you can practically launch a whole event with it and that it operates like a separate matrix. It is really powerful and affords incredible versatility when it comes to delivering uncompromised signals. At this specific event we used it to extend various different kinds of signals over one single fiber cable."

Benefits of SDVoE Technology

SDVoE reaches beyond existing standards to provide benefits no other technology can claim:

- A complete ecosystem — SDVoE Alliance members are manufacturers with expertise in signal distribution, display manufacture, IT infrastructure, chip design and AV software. The integrator has dozens of partners to align with and products to choose from.

- A flexible yet simple software platform — the SDVoE API allows rapid development of highly specialized software, custom-tailored to the needs of a vast array of end users.
- A full OSI stack solution — only SDVoE offers the simplicity of a complete top to bottom solution, fully encompassing infrastructure, transport, processing, and a simple control layer.

About Christie

Christie Digital Systems USA, Inc. is a global visual and audio technologies company and a wholly-owned subsidiary of Ushio Inc., Japan (JP:6925). Consistently setting the standards by being the first to market some of the world's most advanced projectors, complete system displays, and cinema audio solutions; Christie is recognized as one of the most innovative visual technology companies in the world. From retail displays to Hollywood, mission critical command centers to classrooms and training simulators, Christie display solutions and projectors capture the attention of audiences around the world with dynamic and stunning images, accompanied by awe-inspiring sound.

For more information about Christie's Terra line of SDVoE solutions, visit www.christiedigital.com

sdvoe.org