

VALLECT Engages Mall Visitors with Innovative LED Videowall Integration

Vallect, one of the leading audiovisual integration service providers, transforms one of the high street Delhi malls with innovative videowall design. Discussing the venue's dynamic videowall integration, **RAKESH THAPLIYAL**, Customer Success Manager, Vallect along with the team, briefed the AV-ICN Expo Magazine team on the successful AV integration for impactful advertising experiences at the shopping hub.

Vallect recently deployed LED Videowall solution for a high street mall in NCR. It has 330 brands, 80 kiosks, 5 shopping zones, and 75 eateries, including PVR Cinemas

with 7 screens. Vallect, as one of the preferred vendors, has established a lasting partnership with the brand. **Rakesh Thapliyal**, Customer Success Manager, stated, "By combining advanced



Vallect reveals indoor and outdoor advertising platform for the mall with 14 dynamic videowall

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Rakesh Thapliyal, Customer Success Manager, Vallect

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Commenting on the design integrated by Vallect, **Anshul Jain**, Assistant Manager, Sales, Vallect, added, “As part of the upgrade, we integrated the latest solutions from Vallect to enhance the video walls’ performance and functionality. This collaboration reflects our dedication to leveraging innovative technologies for an impactful advertising experience. Overall, the project marks a significant transformation, combining our installation expertise with our advanced integration for a powerful cross advertising platform.”

Designing the venue

The team used multiple inventory and components that play vital roles in setting up, operating, and managing video wall installations. These components are essential in guaranteeing top-notch display perfor-

mance, enabling precise content control, and ensuring seamless functionality across diverse indoor and outdoor environments. Some of the components include:

Indoor LED Videowall:

- LED panels for the indoor display system
- Mounting hardware for installation
- Power supplies and cabling
- Control systems for managing content and display settings

Indoor LED Videowall:

- LED panels specifically designed for indoor use
- Installation brackets and frames
- Necessary power distribution and cabling
- Control systems and software for operation

Outdoor LED Videowall:

- Weather-resistant LED panels suitable for outdoor environments
- Robust mounting structures for secure installation
- Weatherproofing measures and enclosures

- Advanced control systems for outdoor display management

Controller:

- Control hardware/software from Novastar for LED video wall management
- Signal processors and interfaces for optimizing display output
- Remote control devices or software interfaces for user interaction

Digital Signage:

- Digital signage software platform from Xtreme Media
- Media players or devices for content playback
- Content creation tools or integrations
- Network infrastructure for content distribution

While informing the industry about the integration, the team also mentioned that a thorough site recce was conducted by the team while assessing both the site and its infrastructures. Subsequently, the expert validation team ensured that the design and structure met the necessary standards. Not only that, prior to the installation, the team had to dismantle their existing structure.

Executing the integration

Executing a videowall installation project, the team encountered multiple challenges. As this was a fully functional site, adapting to the existing structures posed complexities, demanding adjustments & skillful execution to ensure seamless integration of new installations. Operating within a limited nighttime schedule from 11 P.M. to 6 A.M. required meticulous planning and execution to maximize productivity. To meet strict deadlines, additional manpower was crucial to expedite tasks. Moreover, managing the logistics of specialized equipment like boom lifts and cranes for outdoor video wall installation required careful coordination and expertise to ensure smooth operations.

Existing structure: The team encountered difficulties due to the need to integrate new installations into the existing structure. Aligning the new components with the old infrastructure posed challenges in terms of compatibility and adjustments.

Working in a limited time frame (11 P.M. to 6 A.M.): Operating within a constrained time frame, specifically from 11 P.M. to 6 A.M., presented challenges in achieving project milestones efficiently. It demanded precise planning and execution to ensure tasks were completed within this limited window.



The videowall was meticulously designed with the latest display and advertising technologies

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Efficient Manpower Planning: To adhere to the project deadline, the team required extra manpower. This need for more resources was crucial to expedite tasks and ensure timely project completion.

Managing logistics for specialized boom lifts and cranes for outdoor videowall at height: The installation of the outdoor video wall, particularly at a height, required specialized equipment such as boom lifts and cranes. Coordinating and operating this machinery posed logistical challenges, demanding expertise, and careful planning for safe and efficient installation.

Experience and Success

Customers loved the video wall setup at the high street mall as claimed by the Vallect team. They thought the video walls and digital signs looked fantastic, showing clear and eye-catching images, and truly creating an immersive experience. They found it easy to control the content appearing on all the videowalls, which was highly appreciated.



The videowall got people more interested in the mall and made their visit enjoyable. As per a customer, the team did a great job at handling challenges and executing the proj-

ect within decided timelines, which enabled great customer experience.

Based on the client's feedback and response, Vallect not only met but truly surpassed the project's requirements. Reflecting on the success of Vallect's AV integration project, **Ramsaran**, Projects Team, Vallect, expressed, "We successfully installed and managed 14 LED Videowalls at a leading high street mall, enhancing performance, functionality, and visitor engagement. The positive feedback from the client suggests that Vallect effectively fulfilled the project's objectives, demonstrating their capability in delivering quality video wall solutions within specified timelines."

Integration items covered by Vallect:

1. Indoor LED Videowall - P3 8444mm x 1344mm - 10 Units
2. Indoor LED Videowall- P3 8060mm x 1344mm - 2 Units
3. Indoor LED Videowall- P2.9 5000mm X 3000mm - 1 Units
4. Outdoor LED Videowall- P4 5760mm x 3840mm - 1 Units
5. Controller
6. Digital Signage