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PROJECT BRIEF
I-X Center

As the 9th largest convention center in the world at over 2.2 million square feet, Cleveland's I-X Center has been hosting the region's top events, conventions, and exhibits for more than 25 years.

Originally built in 1942 as a General Motors factory, the facility produced bomber aircraft during World War II, the B-29 Superfortress wing assembly, and the experimental XP-75, as well as a number of tanks including the M41 Walker Bulldog, M56 Scorpion, Howitzer, and Sheridan.

Today, the I-X Center hosts over 200 events, and 2 million visitors per year. SoundCom was retained to installed a number of large format LED display systems as part of networked digital signage system for Park Corporation, the operator of the facility.

SERVICES PROVIDED

- Digital Signage

FEATURES

- LED Displays
- Digital Media Players
- Content Management Systems

LARGE FORMAT LED DIGITAL SIGNAGE

The overall size of the I-X Center required a large scale solution that was flexible enough to accommodate a wide range of events and meet virtually any events digital signage needs.

A total of 22 large format NanoLumens displays were installed ranging in various sizes and shapes from 30'x17' flat panels to 88" tall by 8' diameter column wraps, and 8' double sided circle displays.

Seven NanoLumens NanoWrap LED displays measuring 8' tall and 8' in diameter were installed along the main support columns. These columns separate the food court from the main exhibition space and makes a dramatic visual impact to all guests entering or leaving the venue.

Most of the displays are designed to be moved throughout the facility on large, custom built carts so they can be run at floor level or elevated to the

ceiling structure for various purposes including signage, advertising, or I-mag.

All displays are driven by BrightSign XD series media players. Content is managed by a powerful and scalable Sierra Media server with a full content management system. This gives the I-X Center staff an easy to use interface to manage and control content being distributed to each of the displays, regardless of the show configuration.

An extensive fiber network was deployed throughout the I-X Center exhibition floor to support this new deployment with drop locations strategically placed to enable displays to operate virtually anywhere, for any show. Multiple displays can even be configured and arranged together to create a unique and compelling visual experience bringing even greater flexibility to the overall solution.