

The IAC Building – Fact Sheets

Video Walls



3-D computer rendering of the West Video Wall.

The public lobby of IAC global headquarters is home to two of the world's most unique projection video screens. The larger of the two, on the West side of the lobby, faces a spacious ground floor area behind the building's glass facade along the West Side Highway. The smaller video wall, near the building entrance on 18th St, is positioned behind the lobby reception desk. Each installation combines the most advanced technology with inspiring content and imagery to create a truly thrilling experience for building guests.

General Facts

West Wall is World's Largest High Resolution Video Wall

- 21,081,200 pixels
- Largest permanently installed edge-blended video wall in the world
- Surface area equal to over 250 x 42" plasma screens
- 16 sheets of 11' x 9 ¼' x 1" thick custom projection glass (13 sheets on the West Wall, 3 sheets on the East Wall)

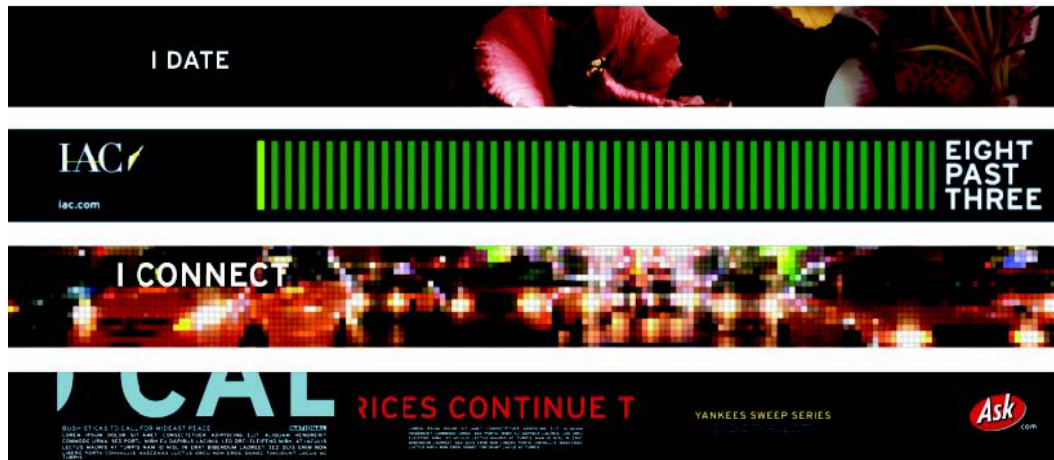
Completely Custom Projection Process

- Both walls use a custom dual bounce mirror system that actually rotates the image from each projector, creating a "portrait" mode image. This creates a higher pixel density, which in turn creates smaller pixels for smooth close proximity viewing.
- 1,540 ft² of special projection glass
- 21 12,000 lumen, SXGA+ projectors, 21 custom dual bounce mirror sled assemblies, 40 ultra high speed video server PC's

Unique Marketing Tool

- Clearly visible from within the West Side Highway
- 75,000 cars pass by daily (27 million annually)
- Powerful visual tool for the company, community and events

West Video Wall



The enormous West Wall displays highly creative moving images inspired by IAC's brands that blur the boundaries between video art and commercial communications. The programming, created by Trollbäck + Company, is segmented into 9 modules, reflecting the consumer experience associated with IAC's brands.

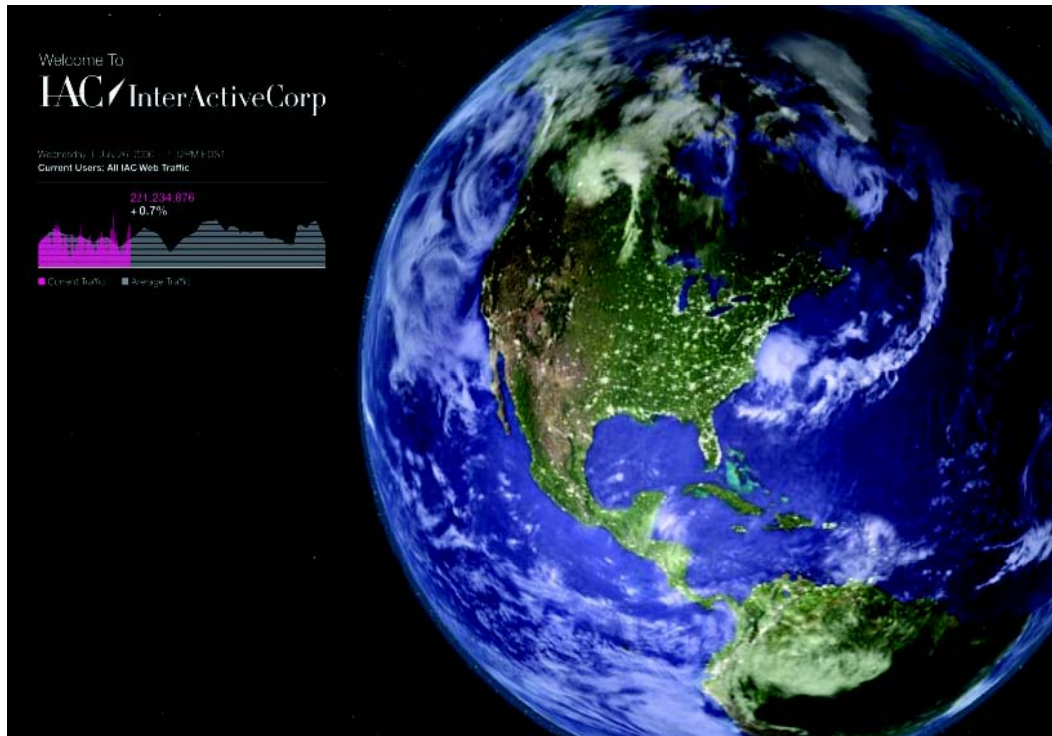
Custom Content

- Ask.com module delivers real-time news feeds from Ask news
- Match.com module displays giant blooming flowers, using stop-motion high definition photography
- IAC will also utilize content from artists, students and community organizations

General Facts

- 118' 3-3/8" x 11' of seamless projected video
- 15,058 x 1,400 pixels = 21,081,200 pixels total
- 18 12,000 lumen, SXGA+ projectors, 18 custom dual bounce mirror sled assemblies
- Continuously blended image covers a specialized projection glass
- The immense scale combined with such super hi-def resolution imaging requires massive computing power to generate video output
- Over 1 hour of computer rendering time to project a single second of content

East Video Wall



Real-time interactive IAC content superimposed on a composite image made from ultra hi-res images of Earth (content produced by Warren Z and Tank Design).

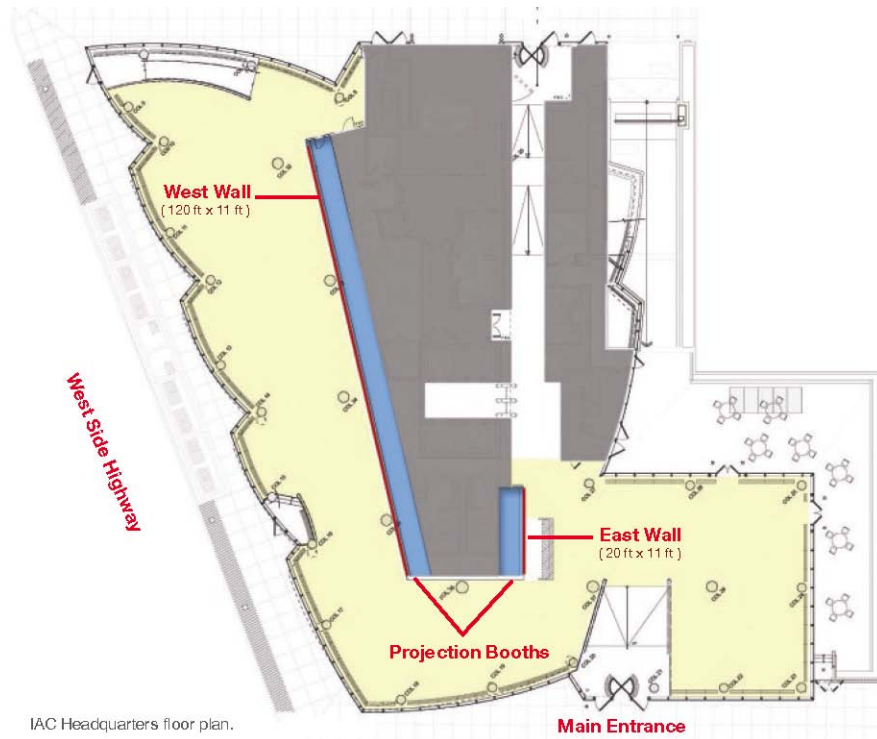
Custom Content

- Shows office locations and worldwide web traffic related to IAC's sites and businesses
- Using handheld touch screens, lobby guests will be able to rotate the globe and access real-time operational statistics of IAC's businesses
- For example, you click on Match.com logo and a live TY feed will be shown along with other information such as the top seller and the number of users on the web site.

General Facts

- 20' x 11' of seamless projected video
- 2,582 x 1,400 pixels = 3,614,800 pixels total
- 3 projectors, 6 mirrors
- Continuously blended image covers specialized projection glass

Video Walls Technology



Projection Facts

- 3 chip DLP, 1400 x 1050, 12,000 lumen projectors with custom 1.2:1 short throw lenses rear projection system
- Projection booth is air pressurized to maintain dust-free projection environment
- Projection booth is only 6'7" deep, and utilizes an additional depth 8'6" above the floor
- Video content is created and played back real time at 59.94 frames per second across the entire video wall – nothing is repeated or regenerated
- 7 head-end AV racks that consist of 40 high speed video server PC's, 10 real time video processors and multi-format routing that includes everything from composite video and HD-SDI to component video and RGBHV

Lighting

- Programmable LED and fluorescent lighting is utilized to color the entire wall when the projectors are not in use. This allows the wall to be active during off hours, allowing longer life of the projector lamps
- 190 12" programmable LED's for color lighting
- 20' x 11' of seamless projected video
- 22 fluorescent light fixtures for white lighting

Consultants

Video Content Producers: Trollbäck + Company, Warren Z Productions, Tank Design
 Audio Visual Consultant: McCann Systems
 Audio Visual Integrator: McCann Systems
 Projectors: Digital Projection Inc.
 Mirror Assemblies: Custom Display Solutions
 Projection Glass: Stewart Filmscreen
 Video Processing: Vista Systems
 Video Playback Software and PC's: Dataton's Watchout, provided by Showsage
 Show Control: Pacific Interactive
 Lighting: Brandston Partners
 LED Fixtures: Color-Kinetics