



# PSCo.

## Immersive Video Walls & Screen Displays.

### Client Brief.

As an affiliate hardware partner, PSCo sought the help of Acquire Digital to help create an impressive and memorable experience for delegates attending the Plasa 2015 event.

Our client's main objective was to replicate a retail environment. They built an impressive, large scale exhibition space that utilised a number of large format screens. These were contextualised with mannequins that were placed nearby, replicating a shop window.

### Acquire's Solution.

The main focus for the Acquire Team was to develop on screen content for the exhibition stand. Content would be displayed across

- 2 portrait 4k screens
- 2 LED video walls
- 1 LED triple sided video wall.

Using their knowledge and experience of the medium they were able to create a run of videos and animated adverts that would maximise engagement with the audience.

### Features and Benefits.

- 4k video playback
- Diverse mixture of content to maximise engagement with the audience
- Successful at attracting visitors to the exhibition stand
- Screens could be remotely managed by the Acquire Team from the office.

### Acquire Software.

We also supplied our fast and reliable player software to manage the playback of the content. This meant that content could be directly uploaded to the player machines so that it didn't require an internet connection. It also meant that we could remotely manage and support the units.

*"PLASA gives us a great opportunity to meet new customers and showcase the latest display technologies to the wider trade market. We used content from Acquire Digital for our High Definition LED screens, High Bright displays and Video Walls. The result helped our displays stand out from the crowd and create a real impact. We would happily use Acquire Digital again for future events."*

Stuart Holmes, Managing Director at PSCo.

