

The London Stock Exchange [UK]



Bringing the audience to the heart of the global financial community

The London Stock Exchange is one of the world's oldest stock exchanges and can trace its history back more than 300 years. Starting life in the coffee houses of 17th century London, the Exchange quickly grew to become the city's most important financial institution. Since then, the Exchange has consistently led the way in developing a strong, well-regulated stock market and today lies at the heart of the global financial community.

Adding value with Barco's backdrop solution

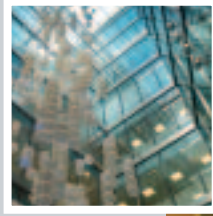
Following the move from Old Broad Street to the prestigious offices at Paternoster Square, there were a number of new requirements that the display wall needed to satisfy.

The new studio was very brightly lit and the display wall needed to have an extremely high contrast and resolution to give the same clarity of image in such a bright environment. Display walls come under particular scrutiny on the television screen and it was particularly important that the image was completely seamless even when viewed close up. In addition the video wall had to be versatile enough to show all types of content from the live city camera feeds, graphs of financial information and face to face interviews. A final consideration was the heat load, with a relatively confined space there was a limit to the amount of heat that could be produced.

Barco's OverView D series were the ideal solution for the London Stock Exchange as it solves all of the initial problems. Mandi Wilkinson, Technical Operations, the London Stock Exchange says "We are delighted with the Barco display wall as we now have a perfectly seamless display wall with consistent colour uniformity that is very reliable on-air".

BARCO

Visibly yours



An important symbol of the new Stock Exchange is the dynamic sculpture called *The Source*. The *Source* will mark the start and finish of each day's trading, showing whether the markets have closed up or down, and is formed of hundreds of spheres moving independently to form random shifting patterns, or showing words, numbers and shapes fed in directly from the world's markets and media.



High-end technology

The 4 x 2 Barco display wall with XGA resolution suits the London Stock Exchange very well. The 67" display modules integrate cutting edge DLP™ technology and are designed & optimized for use in 24/7 mission critical environments.

The Barco designed projection engine provides a set of unique features. The result is an unrivalled DLP™ rear projection system with outstanding picture quality, reliability and ease of use.

Reliability and lifetime serviceability

- dual redundant lamp allows the London Stock Exchange to rely 100% on the Barco display wall
- engineered for ease of maintenance
- dust free overpressure design
- access to operation and service adjustments through IR remote control and an on-screen display
- easy lamp replacement from the rear of the system while on air
- Barco's Lamp-Lease Program allows the London Stock Exchange to efficiently control operational costs

Superior display quality

- optimal brightness, contrast, color uniformity and large viewing angles
- Optical Dimming to reach equal luminance values without loss of contrast or color depth on all screens
- Dynamic Feedback technology to maintain constant luminance over time
- Seamless design with screen mullion of only 0.2mm
- patented stitched design giving consistent mullion
- geometry matching screen to screen of less than 1/2 pixel
- wide-angle 1/2 gain on screen allow camera movements across the whole wall, vertically and horizontally, with a consistent image level on camera
- operation at 6500K

Flexibility

- designed to form display walls of any size, in a linear or curved set up
- requires minimal installation depth
- innovative modular concept

About the London Stock Exchange

Purpose-built, with a variety of sets and live connectivity to the London Media Gateway and BT Tower, studios 1-4 offer complete flexibility. There is an experienced team of camera operators and technicians dedicated to ensuring that the busy schedule of live broadcasting runs smoothly at all times.

The studios are used for daily market reporting by BBC Breakfast, BBC News 24, BBC World, CNN International, CNBC Europe, Sky News, Channel 4 and MBC.

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