

Belgacom Towers, Brussels

360° network-centric display integration

“Since the 360° conic display was installed, Belgacom has seen its revenue from the flagship store rise up to 10%. It demonstrated the convincing power of having unique, customized and high-profile visualization tools.”



Belgacom is a long-standing telecom company, headquartered in Belgium's capital of Brussels. To bolster its image as an important player in telecommunication services, video-on-demand, internet, e-government and interactive television, it was looking to refurbish its flagship shop at its headquarters.

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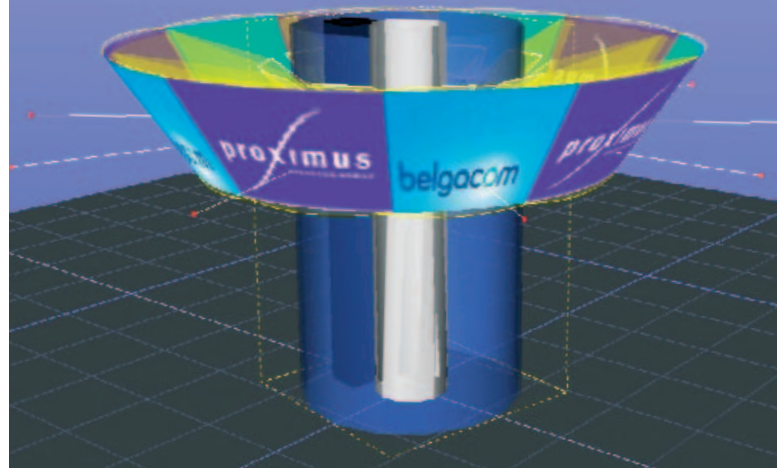
A bold, unique and customized POS display

Belgacom originally wanted Barco to replace its stale paper advertisements around the hall's central pillar with an array of LCD screens. Gradually, though, the company became aware that it needed a truly unique solution to assert its unequalled position in the market. Therefore, it accepted Barco's bold proposal to build a full 360° conical display around the pillar, the first and only in its kind.



Original situation, before refit

Technical project rendering



Animated project renderings

To make such an unusual display possible, Barco developed and installed a cluster of ten compact, 5,000 ANSI lumens **SIM 5R** projectors controlled by an XDS-1000 display management system. The SXGA+, single-chip DLP™ SIM 5R was chosen for the following reasons:

- Its single-chip DLP™ technology makes it ideal for intensive
- Its edge blending capabilities eliminate seams where projections converge
- Its constant light output and color matching technology ensure one image in stable colors across the entire screen
- Barco's warping technology makes it possible to maintain the same image quality up and down the length of the conical 1,4m screen
- It is compact enough to fit into space around the pillar

Barco's network-centric **XDS-1000** managed this advanced installation. For all its power, it is a very user-friendly solution to drive the SIM 5R projectors with. It comes with the following features:

- It enables any number of networked or locally stored data and video sources to be displayed on the screen seamlessly, in multiple windows
- It features a Windows XP display server with easy mouse and keyboard control
- The Start Menu option "My Layouts" allows creation, storage and recalling of window configurations
- The Start Menu option "My Sources" detects and displays any source that might be connected to the XDS-1000



Result: 10% rise in revenue

For Belgacom, the result is a stunning multi-channel display that acts as a versatile high-resolution banner topping their information counter. It benefits the company in various ways:

- It is easy to operate by its personnel due to its Windows XP interface, eliminating the need to spend time learning to operate the installation
- Its projectors are built for intensive-use applications, which considerably extends the system's durability and lifespan
- Its multi-windowing capabilities to show various sources simultaneously with one management system, is a much more dynamic solution than maintaining and updating separate displays would have ever been.

Barco
Presentation & Simulation Division

contact.bps@barco.com

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Barco Presentation & Simulation Division is ISO 9001 registered.

APAC
7F, FenYang Road 138
200 031 Shanghai - China
Tel. +86 21 5465 5501
Fax +86 21 5465 5502

USA
3600 Bellbrook Avenue
Xenia, OH 45385-4053
Tel. +1 (937) 372-7579
Fax +1 (937) 372-8645

EMEA & ROW
Noordlaan 5
8520 Kuurne - Belgium
Tel. +32 56 36 82 11
Fax +32 56 36 85 26

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