



# The Show Will Go on for Central Piedmont Community College

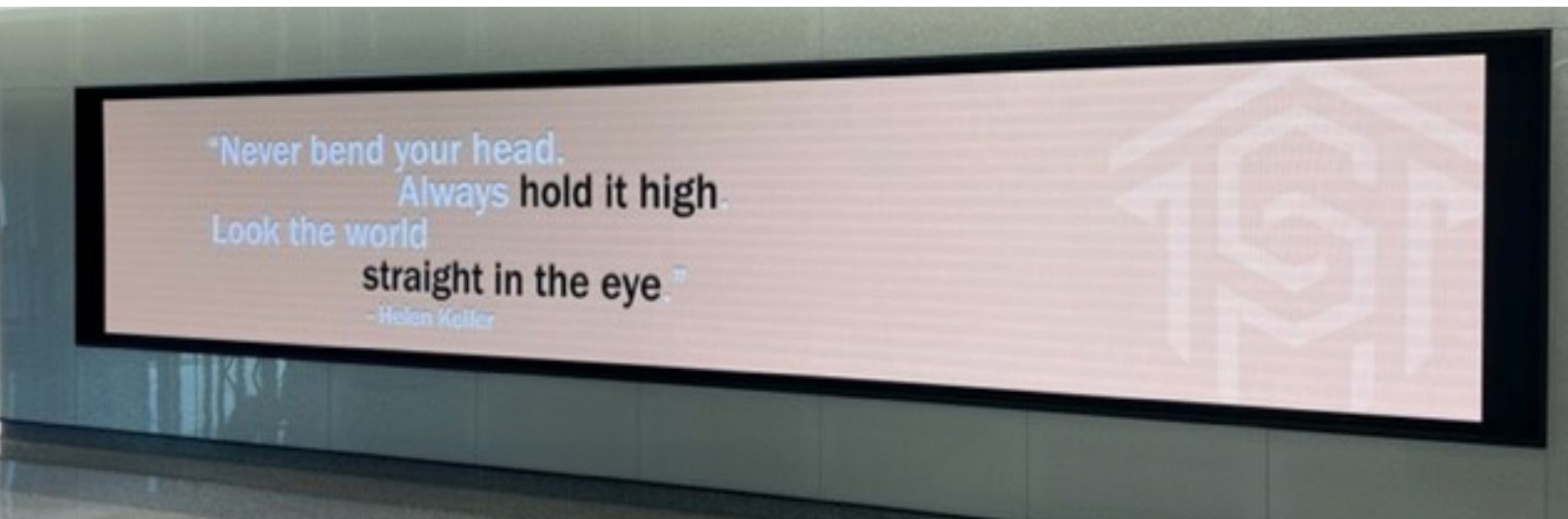
Central Piedmont Community College is a large college with an alumni and community following that loves their local arts program. Central Piedmont is home to a robust and state-of-the-art performing arts program outfitted with brilliant acoustics and superb amenities that can accommodate a variety of performances. The college tapped consultant, Chris Ferris of Ferris & Associates in 2019 to commission a second theatre for their expanding arts program. Central Piedmont's main theatre, the Dale F. Halton Theatre, usually has jam-packed performance calendar, which led to discussions for the second theatre to assist with additional community productions. The second theater is housed in the new, 184,000-square-foot Parr Center, which includes a library, welcome center, and a student union with multi-purpose rooms, classrooms, and huddle rooms for even more event and education opportunities.

Ferris and Associates incorporated a large videowall just outside the new theatre that could be used for digital signage, overflow viewing for performances or presentations, as well as an additional revenue stream for paid advertisers. Ferris selected Nanolumens' Direct View LED products to add a "wow" factor for this multi-purpose display. Since this theatre is used for Central Piedmont performances, community productions, concerts, and more, the display had to be durable to meet the demands of the application.

## The Challenge & Solutions

Like many projects during COVID, Central Piedmont's theatre development had some bumps in the road with shutdowns, and supply chain challenges, but like they say, "the show must go on!"

One of the main reasons Ferris selected Nanolumens, was their ability to get product for the project while most manufacturers struggled. Ferris' timeline presented another challenge that Nanolumens was able to overcome. While other manufacturers supporting the project ran into product delays, Nanolumens' product arrived quicker than expected. Nanolumens lived up to their reputation by exceeding the client's expectations.



## The Results

This large videowall was installed and is ready for the opening of the performing arts season. The college now showcases beautiful digital art, traditional digital signage, and can support overflow performances and announce upcoming events. The videowall also offers the potential to display paid advertising, which would provide a new revenue stream for the college.

The marketing department for the college currently controls the content on the videowall. Once students can be trained and get a feel for the unusual form factor of the display, they will be able to generate content on the videowall making it a statement piece at the college.

## The Technology

Central Piedmont's display is a beautiful 32' wide by 9' tall videowall comprised of Nanolumens ultra-slim HDS 2.5mm cabinets. This videowall receives direct sunlight on it yet stands up to the brightness while maintaining its vibrant colors.

Designers and technicians love the easy to install HDS because of the simplified slim cabinet design that offers bold, true HD color for vibrant 1080p and 4K storytelling.

At 1200 nits, these displays are also ideal for close-range viewing for discerning performing arts patrons to capture unique experiences. Nanolumens' HDS displays are built into a lightweight cabinet system with a native 16:9 ratio, making it easy to import and showcase HD and 4K content. These products are designed, assembled, and supported in the USA, and are backed by Nanolumens' best-in-class six-year warranty. The 100,000 hours of display life, along with its unrivaled image quality and picture vibrancy make it unlike any other dvLED product on the market.

"Nanolumens' products have proven to be reliable and durable, and the team provided excellent training on how to use and assemble their products for both the integrator and end user. Also, Nanolumens pricing was favorable. I'd spec them again and again for those reasons and more". **Chris Ferris**



## About the Project

**Integrator:** AVI-SPL – SKC Communications

**Consultant:** Chris Ferris

**Architect:** Tariq Hamid

**Audio consultant:** Thornberg & Associates, Inc