

University of Southern California

Case study



▲ The Christie Velvet video wall in Wallis Annenberg Hall at the University of Southern California.

USC creates dynamic gathering place with Christie Velvet

Step inside the 88,000 square-foot Annenberg School for Communication and Journalism at the University of Southern California (USC) and you're immediately transported into a dynamic, future-focused and digitally enhanced space. A beautiful, five-storey student atrium, dubbed the "forum," draws guests inside Wallis Annenberg Hall. Designed to encourage people to come together, there are collaborative spaces built into the design and glass panels have replaced drywall wherever structurally possible.

Standing three-stories tall, a giant video wall "floats" in the middle of the forum generating buzz among students, faculty and visitors alike. The video wall connects the student population to the digital sphere, showcasing student and faculty work, displaying breaking news and streaming social media.

"We wanted to build a gathering place where our students and faculty could hang out," explains Charles Peyton, Director of Operations, Facilities & Technology, USC. "We really wanted to create a vibrant, dynamic environment."

"The fact that Christie could provide us with peace of mind on the maintenance and warranty made it a slam dunk."

Charles Peyton,
Director of Operations, Facilities & Technology,
University of Southern California

Tying it all together, a video wall comprising Christie® Velvet® LED tiles serves as a unifying presentation canvas and dynamic digital backdrop. Powered by a Christie Spyder video processor, the video wall provides speakers and event producers

Customer:
University of Southern California

Location:
Los Angeles, CA

Industry/market
• Education
• Digital signage

Partner:
Sandhill Media

Requirements:
• Reliable
• Low maintenance
• High resolution
• High brightness

Summary:
The student atrium in the newly-built Annenberg Hall at the University of Southern California needed a showpiece to draw students in. The Christie Velvet LED video wall surpassed expectations, helping to create buzz with students, faculty and visitors with the scale of its 3-storey-tall display and crisp, bright images.

Products:
• Christie Velvet
• Christie Spyder

Results:
Showcasing student work, displaying breaking news and streaming social media, the Christie Velvet video wall draws traffic from all over the University of Southern California campus

almost limitless options for dynamic visual content, digital collaboration and participatory social media streams.

When it came time to decide on the display and processing technology to be used in the forum, Peyton notes that Christie Velvet was an attractive choice. "A couple of things really stood out," says Peyton, "the fact that we could get a 4 millimeter pixel pitch wall at an affordable price with a domestic provider was paramount. The fact that Christie could also provide us with peace of mind on the maintenance and warranty made it a slam dunk."

Their ability to display bright, colorful content despite the large amount of natural ambient light found in the space also made Christie Velvet a great choice for the installation. "The atrium has two huge gothic windows, a giant bay window and an enormous skylight up above," describes Peyton. "The amount of natural light is unreal. We're in sunny Southern California and this video wall performs exceptionally well in all that light. We get lots of traffic in the building from people who just want to check it out – there is a lot of positive buzz around it."

To date, the forum has hosted heads-of-state and prominent global political figures, politically active celebrities and prominent journalists, along with leading technologists and researchers, giving USC students the opportunity to engage with them using this interactive and collaborative platform.



▲ The three-storey Christie Velvet video wall 'floats' in between floors in the Wallis Annenberg Hall student atrium.

Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.

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