TenneT experience centre: engaging tech install using Picturall media servers

TenneT, an electricity transmission system operator in Germany and the Netherlands serving 41 million customers, called on Macom to bring the concept of an energy revolution to life in TenneT's new Berlin-based Virtual Vision center. Macom was tasked with entertaining and educating visiting public, students, media, politicians, corporate executives and energy stakeholders about the challenges of operating the power grid.

To achieve this Macom makes extensive use of immersive and interactive AV technologies and VR as visitors navigate the Virtual Vision center. The design is modular and scalable for easy expansion and to allow individual components of the center to travel to trade fairs.

Picturall media servers were chosen to play key roles in two exhibit areas where visuals lay the groundwork for the tour and deliver a real-world experience for visitors. The tour starts and finishes with a 180º projection screen where a Picturall media server feeds CG animation and motion graphics content that introduces TenneT and its solutions for sustainable energy transfer.

In another area a Picturall media server feeds and controls an impressive 8K videowall, which simulates an actual TenneT control center. The videowall displays selected live data so visitors feel as if they're looking over the shoulders of system management engineers at work.

For more information about the projet, read the full story in InAVate: [TenneT experience centre: Macom oversees interactive and engaging tech install]

Customer:
Macom

Final client:
TenneT.

Location:
Berlin, Germany

Analog Way products:
- Picturall media servers

Analog Way – Pioneer in Analog, Leader in Digital

Analog Way is one of the world's leading designers and manufacturers of innovative equipment dedicated to the professional audio visual industry. Since 1989, Analog Way has developed and manufactured a wide range of high-end solutions and reliable equipment for professional AV applications including video wall processors, mixers and seamless switchers, event controllers and multi-format converters, as well as software and integration tools. With the acquisition of the Finnish media server manufacturer Picturall, Analog Way added an extensive range of heavy-duty media servers to its portfolio. Analog Way products provide premium solutions for Rental & Staging, Corporate, Broadcast, Institutional, Education, and House of Worship markets around the globe.

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