

5 Steps to Purchasing and Designing a Video Wall



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Thanks for connecting with us and downloading our guide,
“5 Steps to Purchasing and Designing a Video Wall!”

We hope this information will be useful to get you started on your journey to exploring video wall possibilities for your business.

This guide will walk you through the process and help you develop a realistic view of what it takes to incorporate a video wall into your business or organization. Enjoy!

-Kimberly Brecko

CEO, EcoDigital Media

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Step 1: Determine Your Goals

As with many business objectives, the key place to start when installing a video wall is to determine your goals. It may be tempting to jump right in and start picking your favorite monitors and how many of them you need, but understanding your high-level goals is a must before you start researching the differences between LCD and LED screens.

Video walls are a rewarding but not insignificant investment, so it

makes sense to take an appropriate amount of time to really fine-tune your strategy. Setting up a brainstorm session with your team to imagine your audience and their ideal interaction with your video wall can go a long way. What might they be expecting when they notice your video wall? For example, a retail establishment will probably be expected to showcase new products or sales, whereas a shopping mall would be expected to offer an interactive directory.

Time in planning will lock in your objectives. Understanding the demographic makeup of your audience, the viewing frequency, the cadence of the visitor on various days of the week including the time of day, and your desired outcomes of the wall will guide your steps to a successful video wall implementation!

Section Checklist

What are the main subjects or purposes of your video wall?
Marketing, Sharing logistical information or creating a destination viewers must see?

Based on the purpose of the video wall, what specific actions or feelings do you want viewers to take away or experience after seeing your video wall?

How can viewers' interaction with your video wall facilitate your own operations?

Bonus Tip: As you plan, remember content is king – and is the primary component in determining the equipment used, your hardware needed, software-content management system (CMS) and your need for ongoing content updates and maintenance planning.

Step 2: Create Your Content Strategy

Once you have your goals set, it's still not yet time to get to the hardware! Building a content strategy first - and letting that guide your hardware and equipment selections - is a crucial component to maximizing your video wall.

Think of it this way: When shopping for a new car, you may think you know which one you want. But if you haven't thought of your specific needs for the vehicle, you may be making an uninformed choice. If safety is your priority, you would definitely want to cross-check the vehicle you have your heart set on against its safety rating compared to its competitors.

Many people know considerably less about video wall hardware than automobiles, so this is even more important in this aspect. Reflect on your goals above to start asking questions related to your content needs, and the rest will fall into place. For example, you may think you only need four screens and want to stay within a certain budget. But if you review your goals and determine that both your foot traffic and display needs warrant six or nine screens, and the revenue potential warrants spending a little more, you'll be much better off following this model rather than trying to "cram" your content strategy into pre selected screens and hardware.

Section Checklist

Will viewers expect to interact with your video wall? If so, how?

Are your viewers one time visitors or return visitors? If return, how often?

Are there ways to use your wall to enhance the viewer's experience but also benefit your own business by streamlining operations? Do you have marketing resources in place that properly understand color psychology, copywriting and other user experience components?

Bonus Tip: A good content plan includes your initial content plan along with an ongoing content plan that meets the budgetary targets, includes brand and company objectives, aspect ratio and desired "Wow Factor" based off of the audience profile (who they are, when they are there, and what you want them to experience).

Step 3: Choose Your Hardware

Once you know your goals and how you can bring them to life via a well-executed content strategy, you are now finally able to choose your toys! There are several considerations to make based on your budget, audience, environment and space availability, but here's an overview of a few directions you could go based on some of these criteria.

You'll need to decide if you will want to process multiple sources of media simultaneously or if you're fine with a single source. This will determine the type of hardware/software you will need to manage your video wall's content delivery. There are other options available too, and we can help you figure them out - as long as you know your goals well!

You'll also need to decide between a traditional ultra-narrow bezel LCD screen size arrangement or with Direct View LED panels that have a higher brightness, finer resolution and seamless overall look. Understanding your projected impressions, location, and the need for fine detail words or large imagery or movement can all help determine which screens make the most sense for your business.

Lastly, use the right mount for the job! You'll need to plan how you are going to mount the screens. Do you want them at an angle? What is the environment, and are there special needs in performing maintenance?

Section Checklist

- Consider the weight of the wall. What can your structure bear?
- Have you considered viewing angles, lighting needs and any direct ambient light issues?
- What kind of resolutions do you need from your screens? HD or 4k?
- Do you need simultaneous inputs based on content? What size and where will your rack room be?
- What is the distance from your rack room to your video wall?
- What kind of functionality do you need out of your mount for installation and maintenance/ service?

Bonus Tip: Make sure to decide if you are going to work the video wall into an existing space, or build a brand new one!

Step 4: Plan Implementation

You're making great progress on planning your video wall! All preparation and conceptualization is in place - now it's time to make it happen! While this section is fairly straightforward in theory, it requires technical experience to execute well.

Planning for implementation is normally where final budgets and timelines get approved and all final contracts are signed. We are getting ready to bring your video wall to life.

Section Checklist

- What is needed for the video wall space to easily access data and electrical?
- Do you have all the necessary software and licenses to run your content (if applicable)?

When is a good time frame for your business to install the video wall?

Bonus Tip: There are no dumb questions during implementation. Plan the work and work the plan!

Step 5: Understand Content Management & Maintenance

Congratulations! By this phase, your video wall is up and running.

However, the fun is just beginning. During your content strategy development, you will have determined how you are going to manage your content. Some have in-house resources to do this, but we've found the best way forward is usually to set up an ongoing management and maintenance plan for your business to maximize the benefit of your video wall month-over-month.

By choosing a content management and maintenance plan, you'll ensure that your video wall stays operational and always displays fresh content you need as your business grows and evolves. We provide basic training or ongoing management of your content delivery system, and are always a quick phone call away for any questions or technical support.

Section Checklist

How frequently are you going to need your content updated?

What budget allocation do you have for maintenance (often operational vs. capital expense)?

How often do you plan on upgrading displays? Do you plan to add more screens or walls in the future?

Bonus Tip: Working with a professional integrator will bring all the elements of your video wall to life, and will make for smart strategic planning, a smooth deployment, and seamless content integration and management.



Closing Thoughts

We hope you found this guide helpful, as we know embarking on a video wall project can be quite the undertaking!

This guide was meant as starting point to get the wheels turning for you and your business. If you would like to learn more about planning and installing a video wall and building a content strategy around it, please contact us for a free consultation using the information below.

Thanks, and we look forward to learning more about how video walls can help your business or organization hit its goals!

[Book a consultation](#) here.

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