



### HIGHLIGHTS

#### Product Type

Planar Mosaic

#### Location

Worldwide

#### Industry

Commercial Equipment

#### Application

Rental & Staging

### Unique Planar Mosaic Video Wall Creates Distinction in Tradeshow Setting

For more than 50 years, Ice-O-Matic has been known as a forward-thinking company dedicated to providing high quality ice cube makers to restaurants, bars and other food industry establishments worldwide. To present and distinguish itself at leading food industry trade shows, the company built a first-of-its-kind exhibit utilizing a new class of video displays – specifically the Planar® Mosaic™ Architectural Video Wall. Companies which helped in the design of the exhibit and in the selection and installation of the Planar Mosaic displays included Aurora, Colorado-based PG Exhibits, Lone Tree, Colorado-based systems integrator Logic Integration, Inc., and Renton, Washington-based Pixelfire Productions.

“While video walls are not uncommon in our industry, Planar Mosaic definitely is,” says Scott DeShetler, vice president of marketing for Ice-O-Matic. “It is unique in how it looks and what it does. It creates an enormous amount of interest, which has helped increase booth traffic and generated new business opportunities.”

“Planar Mosaic is so unique that it creates an enormous amount of interest and booth traffic.”

- Scott DeShetler  
Marketing, Ice-O-Matic

#### Planar Mosaic tile sizes and orientation make exhibit look unique

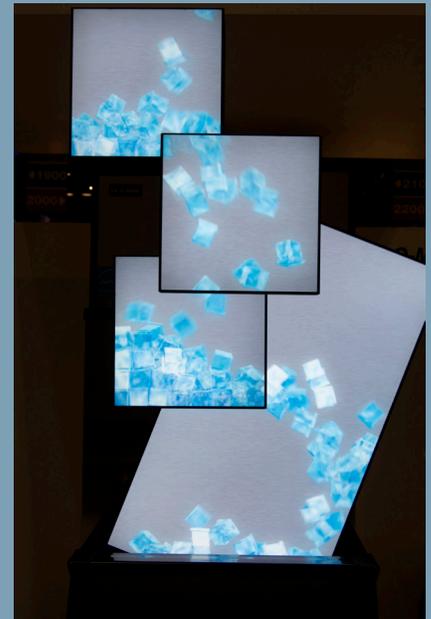
Planar Mosaic offered the opportunity to create a vertical display that would mimic ice cubes cascading into one of the ice storage products it sells. The Planar Mosaic tiles – one 55-inch, rectangular Vincent tile (AD55) and three 22-inch Salvador tiles (AD22) – are mounted under a large projection screen, in an offset orientation, with tile-to-tile

overlapping which produces a display that mirrors the Ice-O-Matic company logo. Using a Planar-provided configuration mask and CAD drawings, Pixelfire was able to create life-like animation of ice cubes; the cubes appear on the top-most projection screen and then cascade down through all four Mosaic tiles, bouncing on the bottom of one tile before falling into the tile below.

"This focus on the ice, rather than an ice machine, is so different and unexpected that people can't help but be intrigued by it," DeShetler says. They see what appears to be real ice falling down through the four tiles - which looks like one continuous display - and they have to stop to find out what's going on. It is a unique look for an exhibit, which makes Ice-O-Matic look unique as well. So it's a very powerful marketing tool."

#### Combination of features creates a compelling solution

In Mosaic, Planar was the first display maker to offer tiles of differing shapes and size - including the square - that can be mounted in new ways: immediately adjacent, physically separate, even overlapped. The square tile is important because it's the first such size on the market and because of the creative opportunities it offers.



"We saw that it would allow us to create a display that matched the Ice-O-Matic logo, which is something that would be really new and different in the trade show environment," says Bill Craig, Vice President of Business Development for Logic Integration. "Planar then went further by using a direct LED backlight display, up to 700-nit brightness, 3500:1 contrast ratio, and up to 1920x1080 resolution, producing a solution like none other on the market," Craig adds.

"Planar Mosaic puts us first in terms of providing advanced technology for our clients."

**-Kate Gurule**  
Senior Account Executive, PG Exhibits

And unlike most displays that are designed with a back-side hole pattern that mates to a universal wall mount, Mosaic is engineered with the unique Mosaic Mount™. This system includes a wall plate containing a variety of holes and slots as well as corner catches into which a Planar Mosaic tile snaps quickly and easily. Because Planar provided CAD files for the mount in advance, it made it very easy to see where the tiles would need to be placed so everyone knew it would all work in the on-site install, and it was clear as to where the tiles would be placed to create the look of the Ice-O-Matic logo.

"We were amazed by the effects of all these of features and the many benefits the Planar Mosaic design would allow," says Kate Gurule, Senior Account Executive with PG Exhibits. We knew almost instantly that this would make Ice-O-Matic stand out in virtually any trade show environment."

#### Built with channel partners' interests in mind

Besides delivering a business-building solution to Ice-O-Matic, Planar designed the product with the interests of the project partners in mind as well. It knew that something as unique as Planar Mosaic would show these companies to be creative and forward-thinking for clients and thus good partners for new customers.

Further, Planar Mosaic was engineered for demanding applications; to perform at a high level over long periods of time, to be easy to handle, install and maintain, and to be suited to both long-standing use as well as to frequent dismantling and shipment. The net effects to these firms are customer satisfaction, increased levels of new and repeat business, and assurance that bid specs and cost and profit projections will be realized.



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