

Constellation Brands

PRODUCT

Planar TVF Series
Planar MGP Series
Planar UltraRes Series

LOCATION

Rochester, New York

INDUSTRY

Corporate

APPLICATION

Corporate Communications
Digital Signage
Presentation System

PARTNERS

ePlus
Cornerstone

Constellation Brands' Visionary Headquarters Features Large Deployment of Planar Display Technologies

Since its founding in 1945, Constellation Brands has grown into a leading international producer and marketer of beer, wine and spirits. The company's extensive portfolio includes beer brands such as the Corona family and Modelo brand families; wine brands like Robert Mondavi, Kim Crawford and The Prisoner Wine Company; as well as craft spirits brands including Casa Noble Tequila and High West Whiskey.

In June 2024, the company celebrated the grand opening of its new global headquarters at the historic Aqueduct Building campus in downtown Rochester, New York. Dating back to the late 1800s and early 1900s, the 170,000-square-foot riverfront campus was meticulously renovated to create a compelling, employee-centric workplace with state-of-the-art amenities while preserving the buildings' historical significance and architectural charm. The campus is designed to support hybrid and collaborative working arrangements, and includes informal huddle spaces, conference rooms centered around a circular wine cellar and two employee-only bars — Mickey's Bar and a rooftop bar with a patio offering views of the city.

The new headquarters also prioritizes collaboration and features a comprehensive deployment of LED video walls, large format LCD displays and touch screen displays from Planar. Technology solutions provider ePlus performed the project integration of the full array of Planar products.

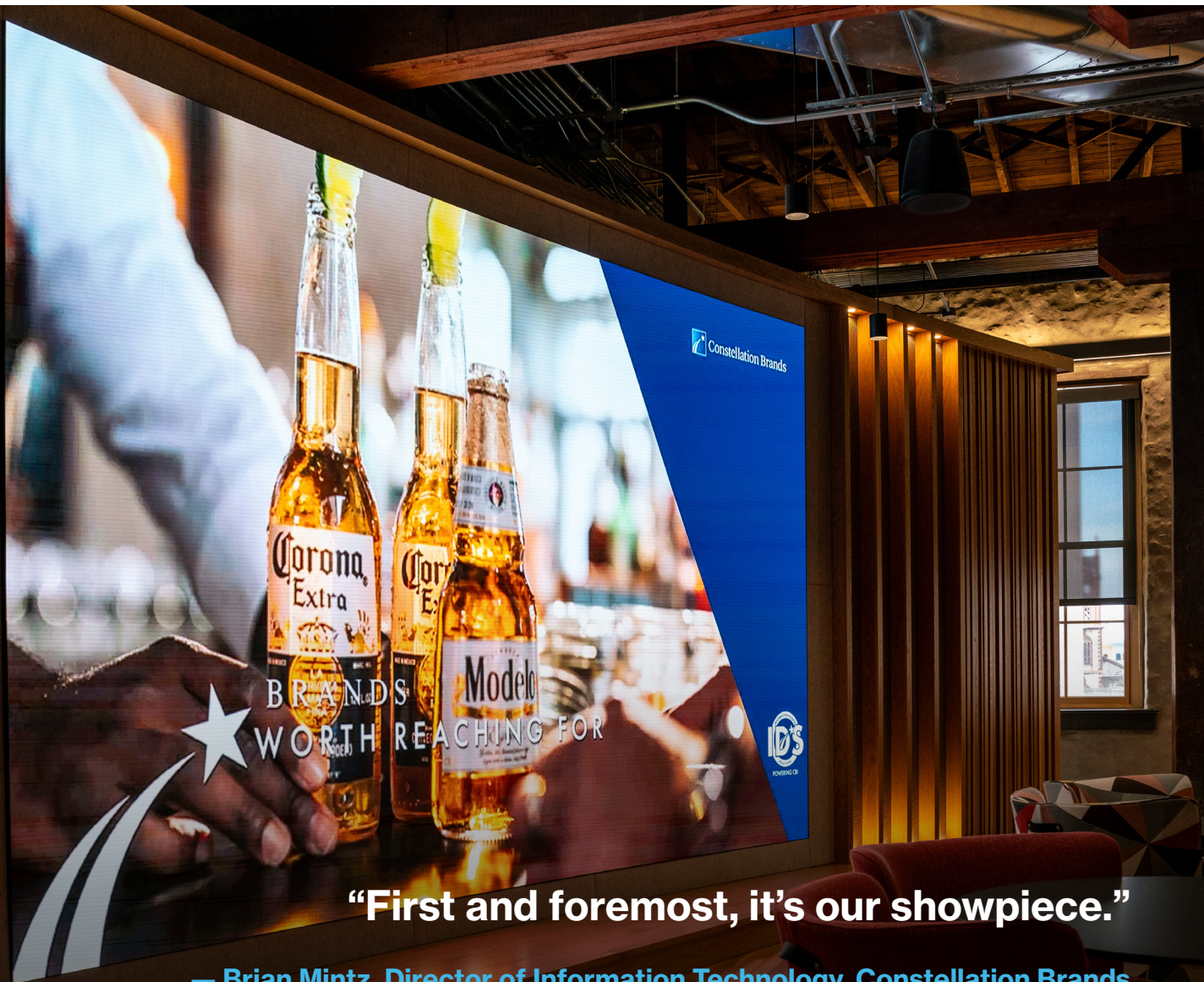
Aqueduct Showpiece

In Mickey's Bar, located in the oldest building on the campus, ePlus integrated a nearly 16-foot-wide, 9-foot-high Planar® TVF Complete™ 219-inch LED video wall, which supports an array of uses. “First and foremost, it’s our showpiece,” said Brian Mintz, Director of Workplace Technology at Constellation Brands. “It really pops in that space. People are blown away when they see it.”

A Cisco Codec system, along with two cameras that were installed in the bar, enables virtual collaboration through the large LED display. “Users can conduct hybrid meetings, wireless presentations, or town hall-style events in the bar space using WebEx or Microsoft Teams with WebRTC,” said Adam Waldmiller, audio visual technician at ePlus. “Source inputs are integrated natively into the Planar TVF Series controller, which provides the flexibility to use multiple presets including a quad view or one prominent image with three smaller images located either on the side or the top.”

When not supporting these types of activities, the Planar TVF Complete LED video wall can be used to display digital signage, company news or to show entertainment or sporting events. “It makes Mickey’s a preferred place for employees to work or just relax,” Mintz said.

David Crowe, president of design firm Cornerstone, the project architect, said the Aqueduct Bar was designed in the style of a classic theater, wrapped with oak, with the LED video wall evoking a 1930s movie screen. “Our intent was to make it feel like more than just a meeting space — it’s a presentation, and you’re here to be entertained,” Crowe said. “The architecture, branding and video wall were all tightly integrated together.”



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— Brian Mintz, Director of Information Technology, Constellation Brands

Designing a Collaborative Campus

Across the rest of the headquarters, installed Planar display technologies include:

- Two nearly 10-foot-wide, 5.5-foot-high (5x5) Planar® MGP Series LED video walls with a 1.2mm pixel pitch located in a training room.
- Thirteen Planar® UltraRes™ P Series 49-inch touch screen 4K LCD displays installed at key locations for wayfinding.
- Multiple Planar® UltraRes™ X Series 55-inch, 65-inch, 75-inch, 85-inch and 95-inch 4K LCD displays, strategically integrated across the campus including in conference rooms, huddle spaces, the executive boardroom, the training room, Mickey's Bar and more.

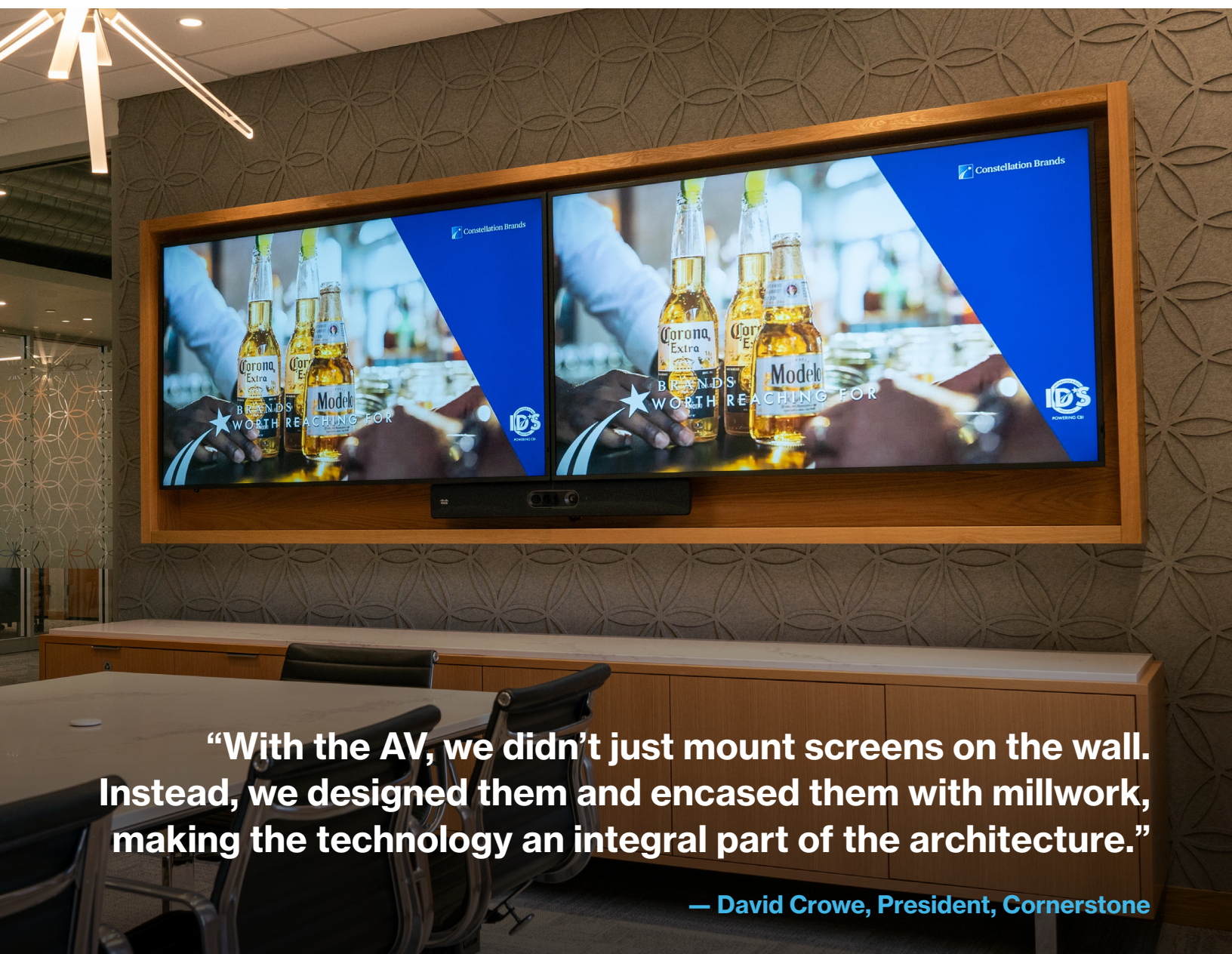


“At a very high level, our approach was to expose and celebrate everything historic,” Crowe said. “We wanted to remind people that they are in this beautiful old building. The design was also a big celebration of Constellation—we built everything around their brand. With the AV, we didn’t just mount screens on the wall. Instead, we designed them and encased them with millwork, making the technology an integral part of the architecture.”

According to Mintz, the expanded array of display technologies creates an engaging experience throughout the headquarters that appeals to the evolving workplace needs employees. “We are truly trying to change how people work,” he said.

With the headquarters design, ePlus Enterprise Account Manager Dan Gostomski said Constellation leadership envisioned a spectacular office setting that would attract talent. “We collaborated closely with their team to help bring that vision to life,” he said. “From a design perspective, the campus is phenomenal. Custom-built technology was seamlessly integrated with historic elements to create one of the most architecturally impressive headquarters I’ve ever seen.”

Planar was selected as the display technology provider for its enterprise-class workmanship and compelling value proposition, setting it apart from competitors, Gostomski noted. “Aesthetically, Planar’s displays really came together, but the success of the project really owes to the difference that Planar offers through its manufacturing support and how quickly its people respond to any issues that need to be addressed,” he said. “It’s the relationship side of their business that makes Planar such a compelling partner.”



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— David Crowe, President, Cornerstone



About the Planar TVF Series

The Planar TVF Series is an award-winning family of fine pitch LED video wall displays that provide visual excellence for every application. Featuring a cableless and stackable design, Planar TVF Series video walls are assembled with a single-step process to connect embedded power and signal connectors from cabinet to cabinet, reducing the complexity of installation and vertical alignment. With front serviceability and a slim profile of less than three inches, the Planar TVF Series reduces the overall video wall footprint and servicing space required behind the wall—making it simpler to fit in more spaces compared to other video wall solutions.

About the Planar MGP Series

Planar MGP Series LED video walls provide organizations with a seamless, fine pixel pitch and high resolution display at a similar value to tiled LCD video wall options. With 16:9 aspect ratio cabinets, each Planar MGP Series pixel pitch can achieve popular resolutions including Full HD and 4K. The displays can be configured to form video walls of other shapes for a wider range of applications and the 27-inch cabinets feature front installation and serviceability, enabling users to mount them directly to walls.

About the Planar UltraRes X Series

With 4K resolution, high dynamic range (HDR) support, high 700-nit brightness and a wide color gamut, Planar UltraRes X Series commercial LCD displays are ideal for a range of applications such as collaborative meeting spaces, control rooms, high-impact digital signage and media rooms. The displays provide 24x7 reliability and are designed for mission-critical environments including uses that require extended or continuous operation. Planar UltraRes X Series offers portrait or landscape orientation, multi-source viewing and advanced processing with Planar® ERO-LCD™ protective glass also available.

About the Planar UltraRes P Series

Featuring commercial-grade construction and always-on reliability, Planar UltraRes P Series large format LCD displays are designed for mission-critical environments and applications that demand extended or continuous operation. The TAA compliant displays feature 4K resolution and allow viewing of up to four sources simultaneously. Multi-point projected capacitive touch models are available including Planar ERO-LCD (Extended Ruggedness and Optics™) protective glass.