



ViewSonic dvLED Displays Bring Keynote Content Across the Exhibition Floor

Overview

Challenge

Extend a single main-stage presentation across a large exhibition venue without projectors, cable clutter, or a multi-day installation window

Solution

Four ViewSonic LDS138-151 138-inch All-in-One Direct View LED displays, deployed in pairs on either side of the venue with custom borders

Result

- Clean, cable-free finish with no eyesore or trip hazard
- Bright, clear visuals maintained under continuous house lighting
- Versatile use, from mirroring keynote content to serving as mini-presentation points after sessions
- Fast, crew-free plug-and-play setup and pack-down for a single-day event

- **Location:** Australia
- **Industry:** Networking and Communications
- **Partner:** Leader Computers

Challenge

When a leading tech company needed to host its annual conference, the format called for a main stage delivering live product updates to a full exhibition floor. But the scale of the venue meant attendees standing further back or exploring the surrounding zones could not clearly see or engage with what was happening on the center stage.

With booths operating alongside the keynote program, the space also needed to remain fully lit throughout the day, conditions that would wash out a projected image. And because it was a single-day event, the display solution had to go up and come down quickly, with no room for a multi-day rig-and-de-rig schedule.

Solution

Leader Computers, the event's organizer-partner and longtime ViewSonic distributor, selected the **ViewSonic LDS138-151**, a 138-inch All-in-One Direct View LED display that the technology company had also used at previous events. Its pre-assembled, foldable design made it easy to transport and quick to deploy, while 600-nit brightness delivered the vibrant, crystal-clear visuals needed for the occasion. An integrated control box and motorized height adjustment further streamlined installation and helped position each unit for optimal viewing.

Four units were arranged in pairs on either side of the venue. Rather than being tiled edge to edge, they were spaced apart and mirrored the center-stage presentation, extending a clear view to attendees further back or throughout the surrounding exhibition areas. Custom white borders allowed them to sit flush against the matching walls, with no visible rigging or cable runs, creating a clean, integrated appearance.



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Result

The LDS138-151 displays remained bright and clear throughout the day despite the venue's houselights staying on, ensuring content was easy to see across the exhibition floor in conditions where projection would have struggled. Whether mirroring the live keynote feed or looping product reels during exhibition hours, visuals stayed sharp and legible.

For a one-day event, setup and pack-down speed mattered just as much as picture quality. The All-in-One, plug-and-play design allowed the displays to go up and come down quickly, without a specialist AV crew or an extended bump-in schedule.

The format also proved useful beyond the main keynote program. Once sessions wrapped, the same displays offered informal mini-presentation points for smaller, breakout-style conversations, without the need for separate screens or a second AV build.

Custom white borders and concealed cabling completed the installation, allowing the displays to blend naturally into the room's architecture rather than look like an added-on AV solution. The solution offered a clean, integrated appearance with no exposed cables to create an eyesore or trip hazard for the hundreds of attendees moving through the space.