



ViewSonic Turns Universal Music Publishing China's New Office into a World-Class Creative Space



UNIVERSAL MUSIC GROUP

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— Joe Fang, Managing Director of Universal Music Publishing China and Hong Kong

INTERVIEWED

- ▶ Joe Fang, Managing Director of Universal Music Publishing China and Hong Kong

INDUSTRY

- ▶ Enterprise

CHALLENGE

- ▶ Design a stylish and productive office space that enhances creativity and projects a professional brand image

SOLUTION

- ▶ ViewSonic LD135-151 135" All-in-One Direct View LED display (x2)
- ▶ ViewSonic LS831WU+ ultra-short throw laser projector (x2)
- ▶ ViewSonic PG706HD 1080p business projector

PROFILE

Universal Music Publishing Group (UMPG) is a leading global music publisher with 51 offices in 41 countries. Headquartered in Los Angeles, UMPG represents music across every genre from some of the world's most important songwriters and catalogs. Universal Music Publishing China is a division of UMPG and announced the opening of its new office in Shanghai. The move significantly expands the company's operations in China. Establishing the new Shanghai office with an incredible team and a top-tier creative space reinforces its commitment to developing Chinese music industry and artists.

CHALLENGE

Universal Music Publishing China's new office in Shanghai was built to be a creative space for its employees in the Jing'an District. UMPG also wanted to use the office to promote Chinese culture and creativity within the music industry. Figuring out how to furnish and equip the office to enhance creativity, while projecting a professional brand image, was the greatest challenge in designing this new office space.

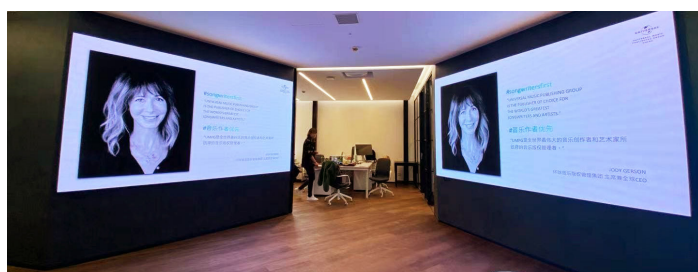
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RESULTS

- ▶ The 135" screen size and incredible resolution of the LD135-151 created a stunning impression for staff and visitors alike
- ▶ Excellent performance under strong ambient lighting
- ▶ Seamless images enabled smooth presentations, and delivered immersive creative experiences
- ▶ Stunning high tech display perfectly fit in modern interior design
- ▶ Fast setup and user-friendly operation thanks to All-in-One solution

SOLUTION

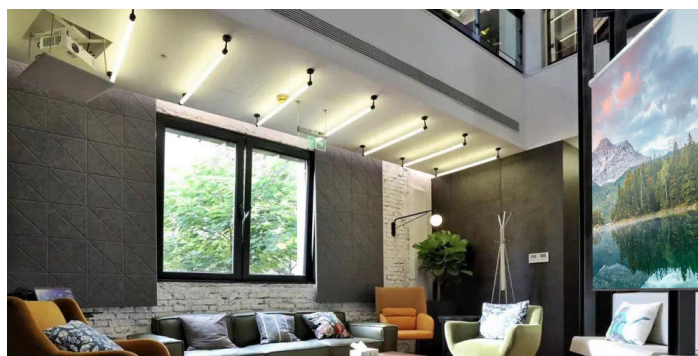
To build a top-tier creative space, Universal Music Publishing China constructed a versatile stage space equipped with two ViewSonic® 135" LD135-151 All-in-One Direct View LED Displays. The large, bezel-free display with a slim and sleek design blended and performed perfectly within the space by displaying modern art and facilitating activities including online events, presentations, regular office meetings, music concerts, seminars and company parties.



Offering excellent color with 120% Rec. 709 wide color gamut, up to 3,840Hz refresh rate and Full HD resolution, the Direct View LED displays delivered exceptional visual quality that pleased office staff, creators and artists. In addition to stunning resolution and color, the Direct View LED displays also feature 600 nits of high brightness that allows audiences to see clearly even in rooms with strong ambient lighting.

With embedded OS and Wi-Fi, the Direct View LED Displays wirelessly connect to mobile devices and enables multiple users to easily share screens and collaborate for creative activities like brainstorming, idea sharing or presentations.

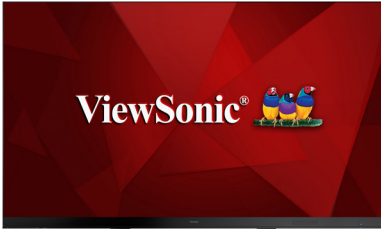
In addition to the Direct View LED displays, Universal Music Publishing China also utilized a ViewSonic LS831WU+ ultra-short throw laser projector in the open stage area of the office, as well as in the entry hall. A ViewSonic PG706HD business projector was also installed for use in an open huddle space area of the office. All of these projectors delivered big-screen images that remained bright and sharp no matter the amount of ambient light.



RESULTS

The ViewSonic Direct View LED displays delivered stunning visuals in the office's open stage area. Visitors and guests were impressed by the immersive large-screen format that created a more immersive and engaging experience with seamless, bezel-free images and videos.

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Featuring consistent high brightness and stunning detail, the projectors also delivered visuals that pleased the staff, creators and artists at the Shanghai office.

"Both solutions work really well together, or separately, whether presenting text on a document, music notes, spreadsheets and figures, or displaying a music video or artwork, they really maximize the immersive visual experience," said a staff member of the office. "This also brings great benefits to our daily office routines. Everyday we entertain diverse visitors including artists, creators, businesspersons and entrepreneurs. The easy operation and the user-friendly features allow us to focus on generating music ideas, sharing business insights, and exchanging knowledge instead of spending a lot of time setting up or figuring out how to use the device. We are pleased to have ViewSonic's visual solution in our office. It really enhances the openness and agility of our creative space and inspires innovative thinking and collaboration."

▶ **LD135-151**

135" All-in-One Direct View LED Commercial Display



▶ **LS831WU**

Ultra-Short Throw Laser Projector



▶ **PG706HD**

High Brightness Full HD Projector