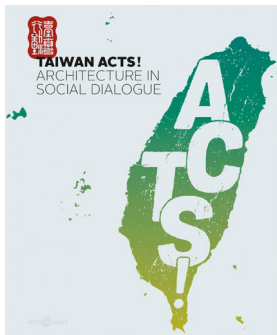


# ViewSonic Helps Create an Immersive Visual Exhibition at German Museum



“ViewSonic’s All-in-One Direct View LED Display Solution Kit really enhances the exhibition space. The audience gets the spirit of the event and is much closer to the artwork with the huge format of the immersive video display. I think that really makes a big difference.”

— Dr. Andres Lepik, Director of A.M. Architekturmuseum der TUM

## INTERVIEWED

- ▶ Dr. Andres Lepik, Director of A.M. Architekturmuseum der TUM

## INDUSTRY

- ▶ Education

## CHALLENGE

- ▶ Simplify the art curation workflow and enhance the agility of the “Taiwan Acts!” exhibition at the Architekturmuseum der TUM in Germany
- ▶ Minimize installation time for the visual-based event

## SOLUTION

- ▶ The ViewSonic® LD135-152 is a 135" All-in-One Direct View LED Display Solution Kit that provided easy delivery, installation, and maintenance.

## PROFILE

The A.M. Architekturmuseum was established in 1868 as a teaching collective for students of architecture at the present-day Technical University. When Friedrich von Thiersch erected a new building for the University in Gabelsbergerstrasse in 1912, the architectural collection was accommodated in a large, representative wing of the building and formed the center of the Department of Architecture. The museum advanced its programs in September 2002 by opening its own dedicated presentation rooms in the Pinakothek der Moderne.

## CHALLENGE

“Taiwan Acts!” is a visual spectacle curated at the Architekturmuseum der TUM in Munich, Germany. This international exhibition showcases multiple architectural initiatives created after the devastating earthquake in Taiwan on September 21, 1999. The show aims to raise awareness about the role of architecture through social dialogue.

The curators of the exhibit needed to find a way to provide an easy and intuitive installation for an exhibition that will travel across the globe. They also wanted to bring Taiwanese art and culture to an international audience via advanced visual technology solutions.

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## RESULTS

- ▶ Quick and convenient installation of the LED Display Solution Kit reduced the setup time to a minimum, significantly improving facilitation of the exhibition tour
- ▶ High-level immersive storytelling thanks to advanced visual display technology
- ▶ Stunning visual quality and performance that captivated and charmed over 30,000 visitors at the Architekturmuseum der TUM

## SOLUTION

The ViewSonic® LD135-152 is a 135" All-in-One Direct View LED Display Solution Kit that provides easy delivery, installation, and maintenance. The pre-assembled, modular design allows for easy setup within minutes from unboxing, while the movable flight case makes for easy transport. With 360° rotational mobility and a built-in motorized height-adjustable stand, this display effortlessly moves through different exhibit layouts, while elevating the curation experience to the next level.



With a huge, bezel-free 135" screen size, Full HD resolution, high brightness, and vivid colors, this solution kit meets and exceeds the high quality required within visual arts, creating an immersive atmosphere and engaging visitors on a deeper level, 24 hours a day, 7 days a week.

The preassembled kit lowers the technical barrier for installers, making setup simple and efficient. With just a single click, the large 135" LED display is ready for instant use and comes with built-in power supplies, control systems and stitching machines.

With a built-in motorized floor stand, curators were able to easily adjust the height of the display up to a maximum range of nearly 24-inches with the simple press of a button. Up to four different sets of height preferences can be saved for convenient recurring use.

## RESULTS

During the exhibit, various documentaries were played on the massive 135" Direct View LED Display. The museum saw over 30,000 visitors during the exhibit, each of them wowed by the impactful storytelling and immersive visual experience delivered by the ViewSonic display. Over 100 Taiwanese architectural projects were featured, each emphasizing social dialog and engagement including social, economic, humanitarian and cultural topics.

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► **LD135-152**  
135" All-in-One Direct View  
LED Display Solution Kit

"We're very happy to collaborate with ViewSonic to prepare this kind of large exhibition," said Dr. Chen-Yu Chiu, curator of Taiwan Acts! "We used the 135-inch All-in-One Direct View LED Display Solution Kit to play documentary videos showing Taiwan's urban landscape. It provided a breathtaking viewing experience and simplified the installation time to 10 minutes."



Because the LD135-152 kit comes pre-assembled, it was quickly installed and allowed the museum staff to focus on the most important part of the exhibit: creating the best visual setup for its visitors. Experimenting with different height adjustments and angles, the staff customized the display according to the exhibit's objectives and the unique museum space. The ideal position was secured and stabilized with the press of a button.

The Direct View LED Display was ready to go with a single cable plug-in. This reduced the need for multiple cables and provided a cleaner overall installation. Because the kit's storage space could keep multiple digital files, it granted peace of mind to those managing such a large art event. No additional components or space was required either, maximizing the possible number of visitors. The intuitive use of the display also benefited the museum on a day-to-day basis, by giving operational ease for staff working different shifts.

"I think it made a huge difference compared to exhibitions we've done so far," said Dr. Andres Lepik, Director of A.M. Architekturmuseum der TUM. "ViewSonic's All-in-One Direct View LED Display Solution Kit really enhances the exhibition space. The audience gets the spirit of the event and is much closer to the artwork with the huge format of the immersive video display. I think that really makes a big difference."