

Audi City, London



First select the basic Audi model, followed by gear type, colour, seat covers and other extras. To finish off, just one last hand movement over the touch-sensitive surface of the multi-touch table and your dream car appears as a life-size image on a floor-to-ceiling projection screen.

A real cyberstore offering a world of experience

Completely new experiences await car fans in the world's first Audi City on Piccadilly in London, where a pioneering concept transforms a car showroom into a real cyberstore. In this 690-square-metre flagship showroom, there are just three real Audis on display while all the others come to life in virtual reality. Thanks to state-of-the-art digital media technology, purchasing a car has now become an experience for perspective customers even before they take cars for a test drive. Visitors can control the display intuitively with the aid of ultra-modern interactive technologies. Mitsubishi Electric LED Display Wall Cubes provide true-to-life pictures and mesmerising reproduction quality over a total surface area of 50 square metres.



PROJECT DESIGNATION

Audi City, London

PROJECT LOCATION

Picadilly, London

CUSTOMER

Audi AG, Ingoistadt, Germany

APPLICATIONS

Interactive powerwalls,
LED Display Wall Cubes

PRODUCTS USED

36 modules, type VS-70HE75U,
Seventy Series: LED

FURTHER INFORMATION

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LED powerwalls in the high-tech arena

Audi City delivers unexplored scope for digital product presentation and exciting encounters with the Audi brand. The interior design concept is suitably minimalist with its stripped-down style and colour scheme. This arrangement shows to true advantage the four Mitsubishi Electric powerwalls filling the large showroom's ground floor walls from floor to ceiling at 2.61 m high and 4.60 m wide.



Each of these powerwalls consists of nine VS-70HE75U LED display wall cubes, each with a 70" screen and an aspect ratio of 16:9, presenting an almost seamless unified image. Captivating images in full HD quality (1,920 x 1,080 pixels per module) emerge when a customer uses the physical interaction system to produce an image on the powerwall.

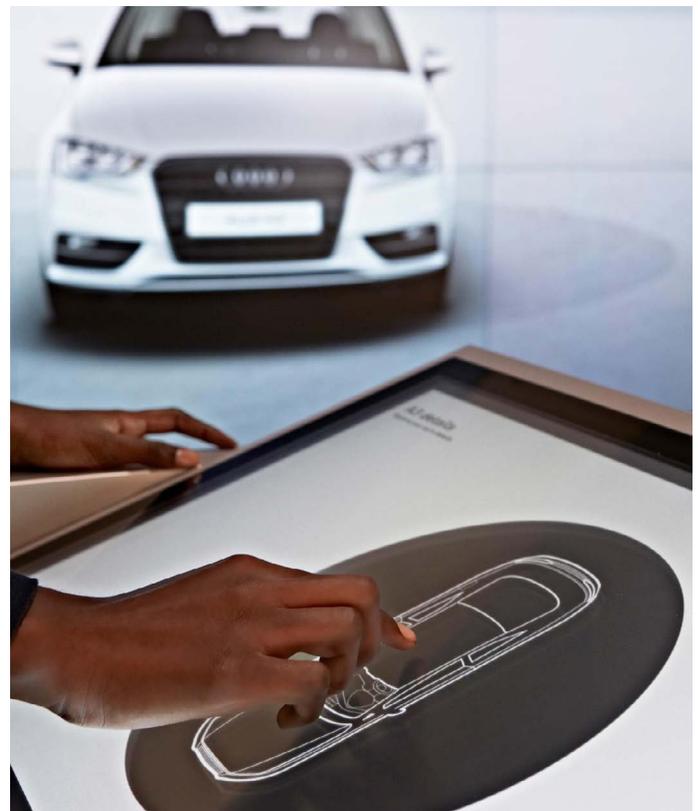
They can rotate 'their' life-size Audi 360 degrees on the LED wall and drive it through virtual landscapes or explore the vehicle interior. "These powerwalls are far bigger than a large television," explains Thomas Zuchtriegel, the project manager responsible at AUDI AG. "Visitors linger far longer than they normally would in showrooms, because the LED display wall cubes generate extremely high-resolution images." In addition to picture sharpness, the much-lauded advantages of these modules also include excellent black levels and first-class colour fidelity.

As the technology is supposed to be largely hidden from view for visitors, Audi has used a variant from the Mitsubishi Electric LED product portfolio which offers rear access for maintenance.

The individual powerwalls can all be merged to form a single screen, which can be used to transmit sports car racing, for example. In contrast to projectors, the reproduction quality in LED display wall cubes is not affected when light from other sources enters the room. In Audi City, this aspect plays an important role as the building façade is almost entirely made of glass. It ensures the projection on the multimedia walls can also be seen clearly from the outside in all light conditions.

Specifications

Model	VS-70HE75U (Seventy Series)
Technology	LED display wall cube
Overall Size	48.5 m ² (4 multimedia walls)
No. of Modules	36
Type	DLPTM technology (0.96" DLPTM 1 chip), DarkChip3TM, BrilliantColorTM
Resolution	Full HD, 1,920 x 1,080 pixels (per module)
Light Source	LED (RGB)
Light Source Service Life	80,000 hrs.*
Brightness	610 cd/m ² bright mode 500 cd/m ² normal mode 380 cd/m ² eco mode
Contrast Ratio	1,500: 1
Power Consumption	250 W in bright mode, 190 W in normal mode, 150 W in eco mode



*Bright mode: 60,000 hrs.

DLP and Digital Light Processing are trademarks of Texas Instruments

Investment decision: “impressive overall package”

Before setting up the new showroom, Audi commissioned a media technology specialist to carry out market research. Premium quality was required in all aspects of the project. The final decision was made during a ‘shoot-out’ at Audi’s head office in Ingolstadt, Bavaria, with three providers still in the running for the contract. The awarding panel included engineers, advertising specialists and managers. “Mitsubishi Electric made the best impression with the brightest screens in relation to light output,” states Thomas Zuchtriegel, summing up the panel’s verdict. “Mitsubishi Electric’s overall package was highly impressive.” The project manager was particularly won over by its “stability, durability and easy handling.” The powerwalls need to be reliable as they are in operation at least twelve hours a day, seven days a week. They even screen images 24 hours a day during special occasions.

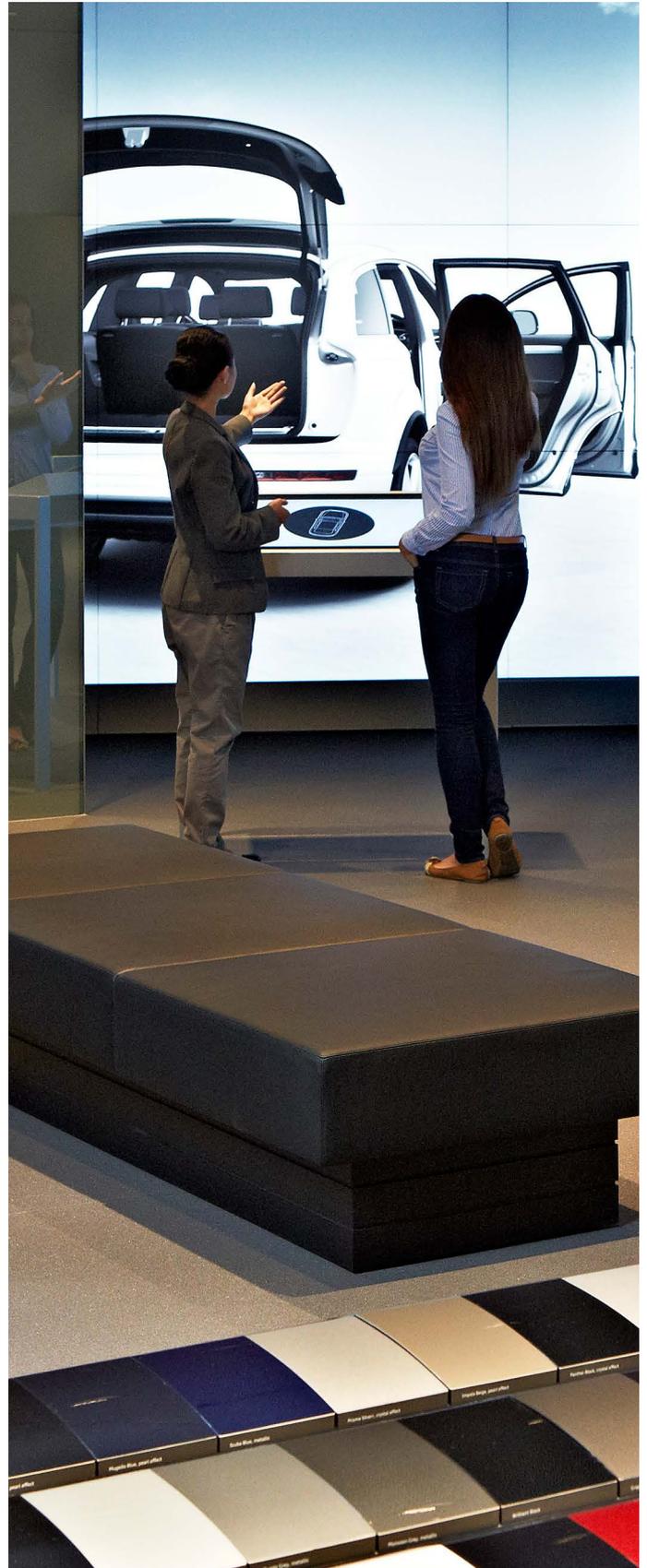


Planning and installation

Planning for the project began in November 2011 and installation work commenced in April 2012. By early July, the powerwalls had been installed and integrated into the complex technology landscape and the project was delivered to the client. Project manager Thomas Zuchtriegel was very impressed with the final result. He highlighted the “good cooperative relationship with the project team from the German subsidiary.” Audi City London was officially inaugurated on 16 July, 2012.

Customised LED solutions from the market leader

The VS-70HE75 model is part of Mitsubishi Electric’s pioneering Seventy Series. The centrepiece of this projection technology is an integrated, ultra-modern DLPR chip. For its latest LED cube generation, Mitsubishi Electric has developed the innovative Smart 7 concept, a pioneering design for LED display wall cubes with a wide, intensive colour spectrum, optimum energy efficiency and an average service life of ten years. As a global market leader in LED cubes, Mitsubishi Electric currently offers the widest selection of models and is able to provide first-rate, well-engineered technology for customised solutions. The company has over 30 years’ experience in LED solution development and large screen project management. We have already installed more than 50,000 DLP projector units worldwide.



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