

TPAO / Türkiye Petrolleri Anonim Ortaklığı, Ankara



DLP Cubes Showing Turkish Petroleum In Its Best Light

The Turkish Petroleum Corporation (Türkiye Petrolleri Anonim Ortaklığı, or TPAO) was established in 1954 to manage Turkey's hydrocarbon exploration, drilling, production, refinery and marketing. Its core activities today are oil exploration, drilling, production and well completion, natural gas storage, and work in oil and natural gas pipeline projects.

TPAO has grown over the decades to the extent that it was able to boast revenues of \$3.5 billion in 2012, with total assets of \$8.5 billion and employing nearly 5,000 people. By any standards, it is a significant and powerful company.

Background

TPAO recently completed the construction of a purpose-built meeting and conference room in the company's general headquarters at Ankara. Designed for use by the Turkish Petroleum General Manager, Chairman and member of the Board of Directors, the conference room had to be capable of hosting government ministers and trade partners from all around the world. It also required videoconferencing equipment to liaise with the many TPAO locations in Turkey and its global allies.

PROJECT LOCATION

Ankara, Turkey

CUSTOMER

TPAO

APPLICATIONS

Meeting / Conference room

PRODUCTS USED

9 x 70HE78UA

FURTHER INFORMATION

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Turkish Petroleum chose the systems integration provider Altinova Elektronik Bilisim & İletisim Teknolojileri (Altinova) to furnish the conference room with an audio-visual presentation system that was both reliable and cutting edge for its important guests.

Problem & Solution

The company gave tight deadlines and Altinova had to work hard to research the appropriate equipment. Once it understood the project's parameters, however, the choice was an easy one: Mitsubishi Electric and its range of Digital Light Processing (DLP) cubes.

Altinova chose Mitsubishi Electric as its display partner for a number of reasons, not simply because of its world-class reputation for pin-sharp picture quality, contrast and ease of use. Because of the nature of the project, Altinova needed to work with a partner it could rely on to meet delivery dates and complete the project on time and on budget. Mitsubishi Electric was able to demonstrate the expertise of its engineers as well as the suitability of its products for TPAO's conference facilities. With over 71,000 installations to date around the world, its name is synonymous with the engineering excellence and reliability that is essential in mission-critical installations.

The TPAO project called for display units with high contrast and brightness (860cd/m²), so that every visitor to Turkish Petroleum would be able to enjoy sharp image display wherever they sat in the conference room. Altinova additionally tried hard to select a turnkey solution that would be uncomplicated, easy to operate and straightforward to maintain.

Working with Mitsubishi Electric engineers to decide the most suitable equipment, Altinova chose nine 70HE78UA 70" LED video wall cubes.

Installation & Results

Boasting Full HD, the cubes high-specification LED video wall cubes are part of Mitsubishi Electric's 7th generation "Seventy Series" video wall range. Their air-cooled LED lighting technology offers significant advantages over liquid-cooled products, enabling displays to be more environmentally friendly and easier to maintain, and therefore a more cost-effective solution.

Available as a front- or rear-access model, the 70HE78UA features on-board intelligence that enables the creation of multi-window displays without an external processor. Its Full HD 1920x1080 pixel resolution combined with a 1500:1 contrast ratio guarantees excellent picture quality and the advanced optical system together with Mitsubishi's innovative digital graduation circuitry ensures a uniform edge-to-edge brightness across each cube's screen...

Colour and brightness inconsistencies between individual display units can increase operator fatigue and reduce efficiency. To compensate for this effect, Mitsubishi Electric's DLP cubes feature a unique Colour Space Control system to provide consistent colour blending and uniformity across the entire display..



Customer Reaction

Mitsubishi Electric's video wall cubes will continue to illuminate Turkish Petroleum's presentations for a long time to come and promise to do so at an extremely reasonable cost. The light source of each cube is rated for 100,000 hours continuous operation in Advanced Eco Mode and 80,000 hours in Normal Mode. Power consumption is modest; each cube consumes 96 Watts in Advanced Eco Mode and 174 Watts in Normal Mode. The cubes are cooled by an advanced air-cooled system that removes the need for moving parts and regular maintenance.

Monitoring each step of the installation process to minimise any risks of malfunctions and aided by Mitsubishi Electric's representatives, Altinova was able to complete the TPAO project on time and within its approved budget. Lead System Integrator Birol Musa Şenol commented, "When we completed the installation, Turkish Petroleum came to check what we had done. They said that we had achieved more than just a success. In fact, the work we'd been able to do was even better than they had expected. We regard the project as a success story."

Mitsubishi Electric was able to work with Altinova to give Turkish Petroleum the presentation equipment its status and guests deserved. It did this by recommending the most suitable products for the project, which were chosen for their quality, reliability, value for money and ease of use.

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