



Pixel Perfect Art Board Unveiled

Matrox M9188 graphics card selected to drive Japan's first digital art board

By Donna Wong, Matrox Graphics Inc.



Matrox M9188

"Finding a graphics card that could display high-quality video across six super-high resolution displays in portrait mode was critical to the success of this project. The Matrox M9188 met all our requirements where others failed."

Hao Le
President,
Content Interface Corporation



Matrox M9188 graphics card flawlessly displays picture perfect images and videos across six 60" portrait monitors at resolutions of 1080x1920 per display, for a huge stretched desktop of 6480x1920 pixels.

Summary

Dentsu, one of the largest advertising agencies in the world, hired Content Interface Corporation (CIC), a developer of interactive digital multimedia systems, to oversee a six-monitor, portrait-oriented digital signage installation in Tokyo Midtown. After testing a number of graphics solutions with CIC enVision software and the high-resolution monitors, CIC qualified the Matrox M9188 multi-display octal graphics card as the only solution to meet their strict criteria, and today shoppers, residents, and passers-by benefit from a truly unique art and advertising multi-display platform driven by a single video card and CPU.

The Challenge

To implement a revolutionary first-of-its-kind digital signage display to showcase works of art and advertising simultaneously.

Japan's first Digital Art Board (DAB) is a new 5m x 2m digital signage platform that is part art exhibit, part advertising tool. Its goal is to harmonize the arts, business and entertainment at Tokyo Midtown, a state-of-the-art mini-city within Tokyo's urban center.

CIC's enVision software manages the digital multimedia content displayed on the DAB. Finding a graphics card to support their software plus the ground-breaking digital signage installation was a huge obstacle to getting the DAB up and running. Most of the graphics cards tested did not meet their technological needs because they were not equipped to support their software, the six 60" pivoted displays in stretched desktop mode, the high resolution requirements of 1920x1080 for each of the six monitors, and pristine image quality needs.



Matrox M9188 offers a picture perfect showcase for artistic and advertising content.

The Solution

Unwilling to compromise on their graphics card criteria, CIC continued their search. With the help of Japan Material, a distributor of world-renowned high-quality hardware to professional markets, CIC chose the Matrox M9188 PCIe x16 multi-display octal graphics card to serve as the display engine for the DAB digital signage installation because of its flexibility and stability.

CIC's enVision software works exceptionally well with the M9188 by flawlessly displaying picture perfect images and videos across six 60" high resolution folding screen monitors in portrait mode at resolutions of 1080x1920, for a huge stretched desktop of 6480x1920 pixels. Additionally, unlike other graphic cards tested, the Matrox M9188 offers the [Matrox PowerDesk](#) software suite that delivers advanced desktop management features such as [bezel management](#) for seamless display of images across multiple monitors—an essential tool for any digital signage installation. From their tests using a standard desktop computer operating under Windows® XP Professional, CIC knew the Matrox M9188 graphics card would consistently display the content perfectly, every time. This allows CIC to confidently integrate virtually any type of digital content imaginable.

The Result

Dentsu successfully unveiled the Digital Art Board in Tokyo Midtown on March 27, 2010, displaying a picture perfect showcase for artistic content. The result is a serene retreat within the hustle and bustle of Japan's urban center, where shoppers, residents, and passers-by can seek refuge by immersing themselves in the beauty of the arts.

"Audiences are thoroughly impressed by the quality and clarity of the DAB," comments Hao Le, President, Content Interface Corporation. *"Finding a graphics card that could display high-quality video across six super-high resolution displays in portrait mode was critical to the success of this project. The Matrox M9188 met all our requirements where others failed."*

For More Information

The [Matrox M9188](#) PCIe x16 multi-display graphics card supports up to eight DisplayPort and DVI Single-Link monitors to address the needs of large-scale visualization environments. With 2 GB of memory and advanced desktop management features, such as independent or stretched desktop modes, the M9188 drives digital signage installations with extraordinary performance. [Contact Matrox Video](#) to learn more.

Contact Matrox

Montreal Headquarters: 1-800-361-4903 (North America), 514-822-6364 (Worldwide) | video@matrox.com

London Office: +44 (1895) 827300

Serving: United Kingdom, Ireland, Benelux, France, Spain, Portugal, Middle East, Africa

Munich Office: +49 89 62170-444

Serving: Germany, Austria, Switzerland, Denmark, Finland, Norway, Sweden, Central and Eastern Europe, the Baltic States, Greece, Turkey, Italy

© 2011 Matrox Graphics, Inc. All rights reserved. Matrox reserves the right to change specifications without notice. Matrox and Matrox product names are registered trademarks in Canada or other countries and/or trademarks of Matrox Electronic Systems, Ltd and/or Matrox Graphics Inc. All other company and product names are registered trademarks and/or trademarks of their respective owners. April 2011

matrox®