

The Art of Techorating

Using Displays As More...

Presented by:

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Introduction

- When are displays more than displays? One answer is that they are more than a basic display when they are used in a "Techorating" manner or application. No, we didn't make the word up. "Techorating" is a catchy term coined back in 2008 by television's interior designer of choice, Doug Wilson, as a concept for the emergence of integrating display technologies and home decor in balance with one another.
- Over the last couple of years we have seen techorating migrate to commercial applications as well as digital signage.





Introduction

- Techorating is the blending of modern display technologies with the art of decorating a space to ensure that the design and electronics suit the style and function of the space.
- The successful techoration of a space can serve as a functional and decorative part of the system and in the process expand the look and feel of the environment.



The Art of Techorating

- In the beginning of “modern” times the only displays that we had to view were movie theaters and classroom film strips.
- These venues became a focal point of communication for communities both large and small.
- As we evolved both in technology and as a culture, the ubiquitous tube TV set sprang forth in our living rooms.
- This was followed by the 3 gun CRT projector and ultimately high brightness displays in both projection and flat panel.





The Art of Techorating

- The common denominator until recently has been that displays have been utilized in limited ways to show a video or project graphics or documents to a carefully controlled audience.
- The problem with displays is that they have become commodities and relegated to a box sale mentality because of these limited applications.
- Our job as AV designers and integrators is to find a value in displays beyond the “box” itself. As Bob Dylan wrote, “The times they are a changing!”
- We are ready to step outside of the boxes that have constrained us and put our creative juices in play.
- We now need to explore other uses of displays outside of the conference rooms, auditoriums, and houses of worship that have been our mainstay.



The History of Techorating

- The concept of techorating stems from a change in common thinking starting in the 1990's, where the goal was concealing technologies, and making them as invisible as possible.
- This was not limited to display technologies alone, but also in the realm of audio, and structured cabling.
- The shift in thinking, what we now call techorating, comes from a new desire to reveal technology, and to integrate it into the decoration of a space in an innovative way.





The History of Techorating

- Techorating is a term that refers to the incorporation of technology into an overall decorative theme of a room or home.
- The term “techorating” is credited to LG Electronics, who coined the term in early 2008 when they announced the launch of a program featuring celebrity interior designer Doug Wilson advising on the right ways to integrate technology into the decor of a home.



What is Techorating?

- The main idea behind techorating is decorating using all of the equipment that modern technology offers us.
- Flat panel displays, projection, audio, and interactive have been invading the commercial market for many years, and techorating is all about integrating them into a space so that they become not only a method of communicating, but part of the aesthetic.





What is Techorating?

- Just as with interior design and decorating, techorating has rules. For example, balancing a wall-mounted flat screen with artwork and selecting paint colors that help electronics blend into a space are emphasized.
- Doug Wilson also advises that electronics should be sized appropriately for the space they occupy.
- The rule of thumb for sizing a television is to keep the viewing distance at about 3 times the diagonal measurement of the screen to avoid the television from taking over the space.



What is Techorating?

- Placement of equipment is also important. The point of interior techorating hinges on finding a balance and thus, while a display can be a focal point in a space, it should not compete with other focal points.
- Other elements of techorating that help blend electronics into a space include incorporating furniture that accommodates the equipment.
- Cabinets, credenzas and tables that allow certain items such as DVDs, CDs, and controllers to be hidden will help organize the space by minimizing clutter, but avoid furniture or enclosures that are too large or small for the items it holds.



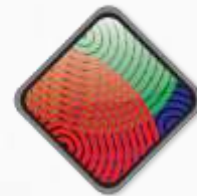


What is Techorating?

- Many electronic manufacturers have already begun to realize that marrying electronics into decor is important to designers as they address form and function by offering products such as wireless speakers, decorative wall mounts and incorporate sleeker designs, color accents and other features into their products that simplify the process.
- As the concept of techorating catches on, there will certainly be newer features that make incorporating technology into a decorative space even easier.



Techorating Technologies



BrawnConsulting
"Grow Your AV IQ"



Christie Microtiles

- Small form factor rear projection cubes
- High brightness LED illumination
- Scaled resolution
- Flexible configuration
- Low TCO







LCD Tiles

- Samsung UD22B and Planar Salvador
- 22" square tiles, 1:1 aspect ratio
- 960x960 resolution
- 24/7 LED backlight
- 2.75MM bezel





Thin Bezel Flat Panels

- Allows for near seamless videowalls (3.39mm)
- LED backlighting and 24/7 panels available
- New processors allow for flexible configuration
- Larger panel sizes







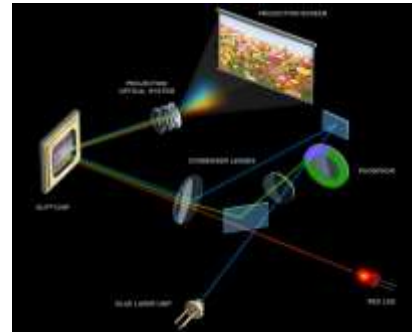
Transparent LCD Displays





New Projection Illumination Technologies

- Reduced form factor
- Flexible installation
- High brightness
- New screen technologies
- Lamp free (hybrid) illumination technology





Close Focus Projectors

- Ultra-short projection throw
- Size vs. cost advantage against flat panel
- Removes interference with light path





Pico Projectors

- THEY EXIST AND THEY'RE COOL!



NanoLumens



Nanolumens LED Displays

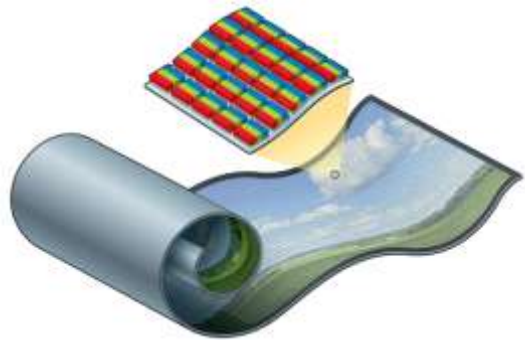
- Designed and assembled in the United States, NanoLumens displays are available in both flexible and fixed frames in five product lines: **NanoFlex™**, **NanoFlex Wrap**, and **NanoFlex Ribbon** flexible displays; **NanoSlim™** fixed rectangular displays; and **NanoShape™** fixed round, square, and triangular displays.





Flexible LED from Nanolumens

- Nanolumens pixels can be built onto a flexible substrate, creating the NanoFlex flexible displays.



NanoSlim Series





NanoShapes Series



NanoShapes Series





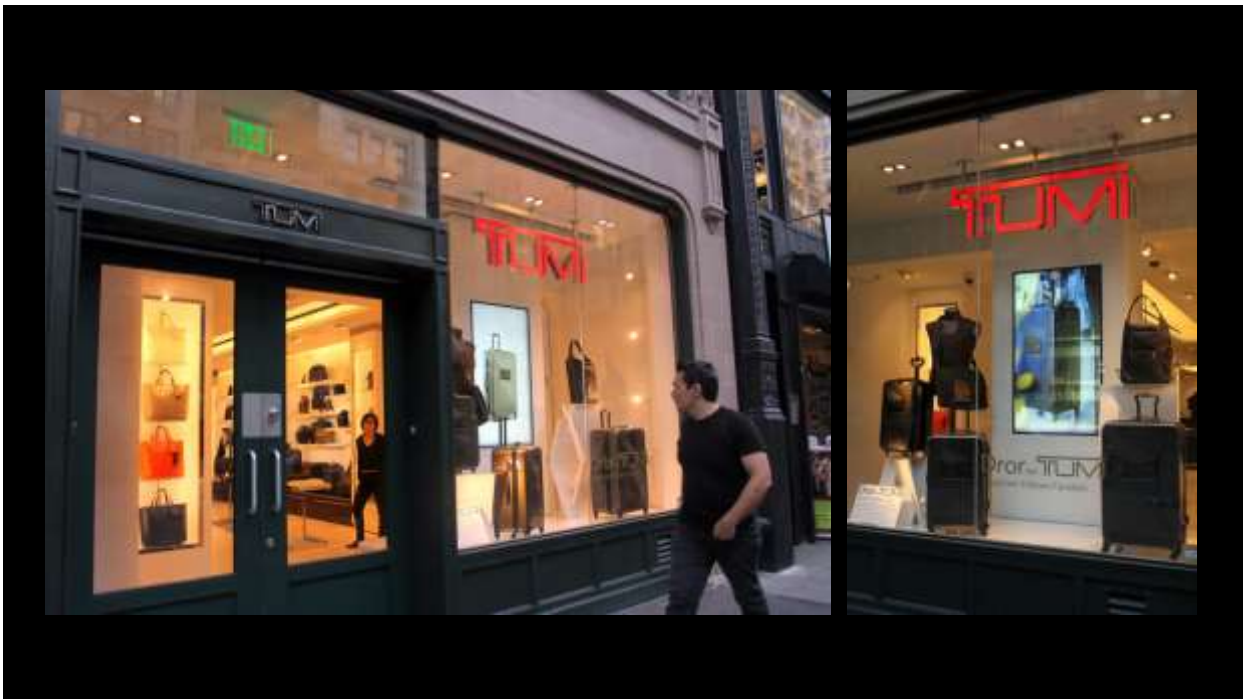
NanoFlex

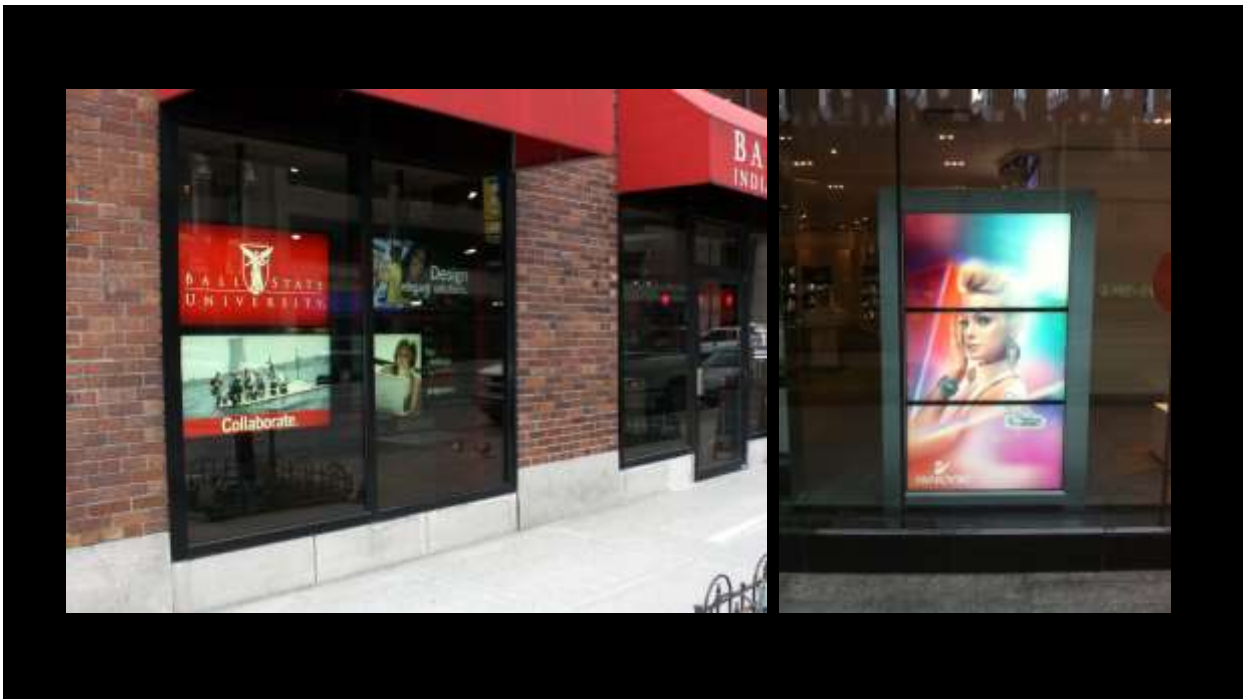


DynaScan

High Brightness LCD Displays









Light Warping

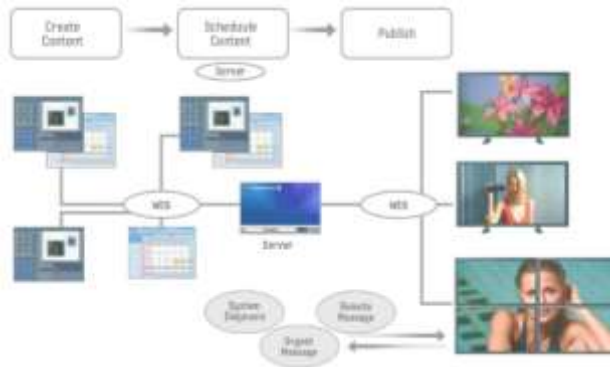
- Allows for use of projection in truly unique ways.





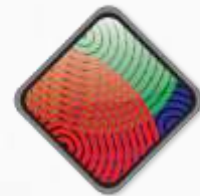
Display Control

- Digital signage software allows for different content to be distributed dynamically and changed at will.
- Provides a single point of management for a network of displays in a system.



The Cosmo

A Prime Example of Techorating



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Tips for Techorating



Room Dynamics

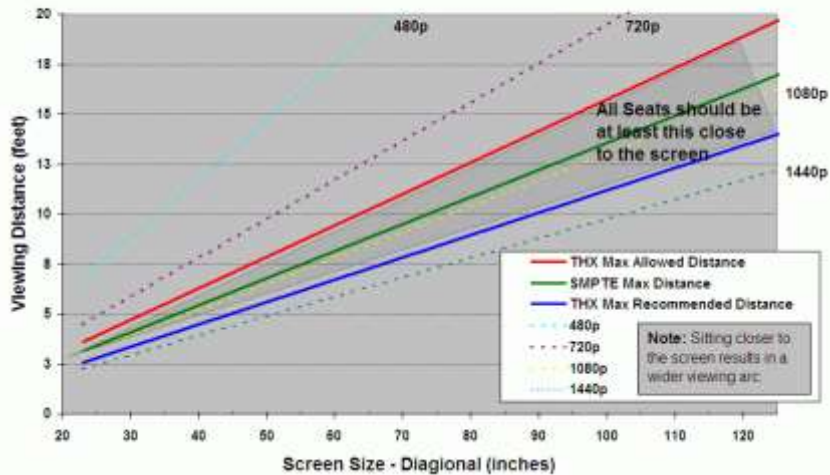
- No matter the size of the space you are working with, remember these important guidelines. The biggest mistake customers report they make when purchasing a display is buying one that was the wrong size for their space.
- Size matters. But remember, bigger isn't always better! The technology used should be in proportion in the space for the best aesthetic and functional fit. Customers should seek best integration over size.
- Too big of a display in a smaller space can tire the eyes and actually degrade the quality of the image (if positioned too close, the viewer can see individual pixels), while too small of a display in a large space can detract from the immersive effects we all seek while viewing.





Room Dynamics

Recommended Max Viewing/Seating Distances compared to various Screen Resolutions



Determine the Focal Point

- The display has become the center of attention in a space for the 21st century. With so many new technologies available it is easy to upgrade this focal point to create a stylish design that complements the décor and incorporates unique taste and personality
- The placement that looks perfect for a display may actually be the perfect spot. Don't be afraid to place the display front and center, but remember that competing design elements will make the space look too cluttered.
- Consider finding an empty wall, free from too many distracting elements. You want to focus on the screen, not decorations.





Determine the Focal Point

- This doesn't mean you have to leave the display as the only thing on the wall. You can add a few complementary elements in the surrounding space using symmetrical design and equal proportions which help accentuate and complement your display. The idea is to create a collage which incorporate the flat panel as a decor element, not an intrusive piece.
- A display delivers the most impact when it is placed with your eye level at the center of the display, so base installation location on the viewer's position in the space.
- If there is seating, the display size should determine furniture placement:
 - How far back should the seating go?
 - Multiply the screen size in inches by 1.5 -- that's the minimum distance in inches between the display and the viewer.



Clean Design



- Displays can actually add to the aesthetic of a space rather than detracting from the design.
- With sleeker flat screens and new design elements available, the display no longer has to be hidden or stick out like a sore thumb.
- Companies are incorporating elements such as "invisible" speakers and decorative accents that make great design possible without sacrificing the integrity of the space.
- Try painting the wall behind your display a darker shade than normal. A dark charcoal wall will help a black bezel blend in.
- If you are looking for something more subtle, paint the wall a shade or two deeper than the others to add contrast and for a better view.



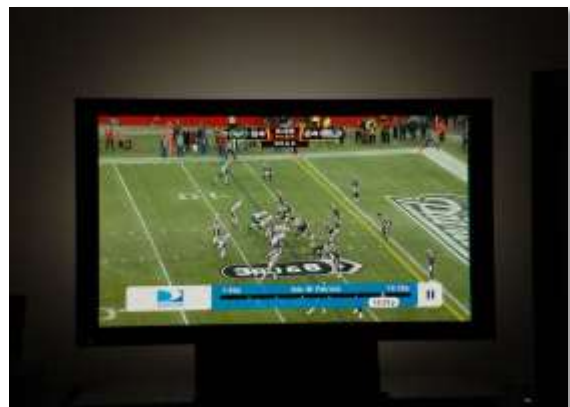
Clean Design

- Fill in the space below the display by adding a credenza or long table underneath, where appropriate, to provide extra storage and draw the eye into a larger design.
- Consider the color, finish, size and shape of your technology components in relation to the decor of the rest of the space.
- There are plenty of options for hiding away these elements if they will clash with the overall look of a space.
- Because sometimes the best place for technology is hidden away, but accessible at the touch of a button.
- Giving everything a designated space will make techoring a lot easier.



Lighting Control

- If possible, keep all lighting indirect and dimmable.
- Overhead lighting, like recessed or track lighting can negatively impact picture quality.
- Using dimmable lamps and indirect lighting sources near/around the television can help reduce glare and improve contrast.
- Bias lighting has also become popular, because in a dim environment, it reduces eyestrain and extends the ability to view a display, as well as further enhancing contrast.



Building Relationships

Working with Designers and Architects



Building Relationships

- The bottom line of techorating is the ability to blend technology into the environment and to make the technology both effective and aesthetically pleasing.
- With no intention of denigrating those of us who have spent their lives in the design of audiovisual systems, the fact of the matter is that most of us are not individuals with extreme artistic capabilities.
- Now that we have insulted everyone who is attending this seminar, let's give those of us who are honest about our lack of creativity a path to partner with individuals who perform creative tasks for a living.
- I am specifically speaking about architects, interior designers, and individuals who are responsible for the look and feel of a facility and it's environment.
- Breaking away from the norm in the audiovisual industry of doing everything in house, techorating requires partnerships. This begs the question of who those partners might be, and how to interface and work with them.



Building a Referral Network

- Architects
- Interior Designers
- AIA and IFMA Regional Chapters
- Consultants
- Other related companies:
 - Graphic Artists
 - IT Companies
 - Static Signage Firms
 - Rental and Staging Companies



Developing Contacts

- Who To Work With
 - Validate specific firms by using their websites
 - Target the firms that best fit your business model or vertical:
 - Corporate and commercial design firms
 - Institutional: educational, medical, government
 - Public space: museums, aquariums, discovery and science centers
 - Residential
 - Specialization in sub-categories





Developing Contacts

- Who to Work With
 - Identify who is responsible in the firm for choosing technology consultants or providers.
 - Senior partners or principles
 - Senior project managers
 - Senior architects
 - Project architects
 - Interior design department managers
 - In-house marketing managers or business developers
 - Resource assistant



Developing Contacts

- Who to Work With
 - Size matters, smaller firms can be easier to work with.
 - Typically, smaller firms are more appreciative of what you can bring to the table.
 - A smaller firm does not necessarily mean small projects.
 - Large firms may not be the best place to start, if you're new to this.





The Early Bird... etc.

- “We are most effective by starting early in the planning phases.”
 - The biggest issue an architect has, is identifying the need for your services early enough in the project’s life cycle.
 - The second hardest thing is convincing the client that they need your services this “early”
 - Many architects just don’t know what questions to ask, so we need to act as their guides.



The Early Bird... etc.

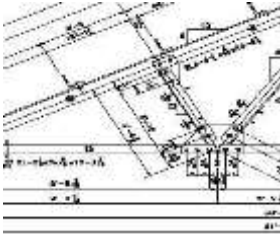
- “We are most effective by starting in the planning phases”
 - Hammer this home every chance you get!
 - In early design phases we can actually save a client money.
 - Everyone “understands the importance” but...
 - When brought into projects during / after the design development phases, the budgets, design changes, architectural re-draws and impact to schedule can be very costly!



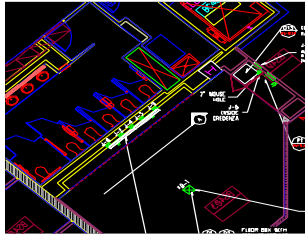


The Early Bird... etc.

All Drawings are Completely Interwoven



The Architect



A/V Integrator

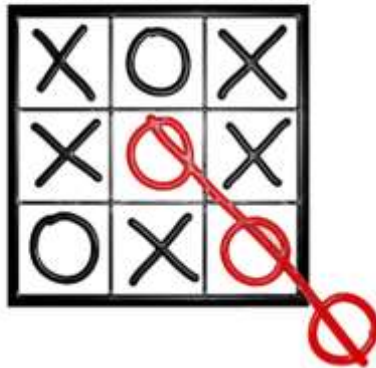


The Electrical



Think Outside the Box to Win!

**THINK
OUTSIDE
THE BOX**







For More Information

- If you would like more information, please contact the Digital Signage Experts Group:
- <http://www.brawnconsulting.com>
- <http://www.dseg.org>
- <http://www.isfcommercial.com>
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Thank you!

