

Time Warner Cable and Pivod Technologies

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PIVOD Technologies has successfully partnered with Time Warner Cable to design and install a massive, dual twenty three foot diagonal video array for the guests of the Time Warner Cable Arena in Charlotte, North Carolina. The impressive high-definition arrays were unveiled last month by Glenn A. Britt, President and Chief Executive Officer of Time Warner Cable, at TWC's recent Southeast Division annual marketing celebration and just in time for the new NBA season.

These two side-by-side video walls are expected to significantly enhance visitor and fan experience this season providing live stats, game replays, live news from News14 Carolina, plus an assortment of dynamic advertising and promotions. The massive video arrays contain 36 LCD screens each and are located in the main entry foyer.

The screens themselves are 46" Samsung LCDs and with the integration of SHOWCASE are capable of displaying 32 unique, high definition images or programs simultaneously. These images can be played by SHOWCASE from a myriad of sources and devices. Time Warner Cable can now control content and layout for these arrays either at the Arena or remotely with a simple interface.

PIVOD Technologies collaborated with Mr. Brian Kelly, President, Residential Services, Carolina Region, Time Warner Cable and Samsung Electronics, on the project concept. PIVOD's design integrated their innovative audiovisual control system, SHOWCASE, with Samsung's LCD display products. The end result of this partnership is a premier signage array operated by the Time Warner Cable team via an intuitive and flexible user control system, bringing the power of the program and the products into a single user interface.

According to Brian Kelly, "Time Warner Cable presented PIVOD with the challenge of creating a high impact display that would attract attention and incorporate the latest technology, while being simple and intuitive to use. PIVOD went to extraordinary means to engineer and construct a system to meet all of our needs in a reduced timeframe."

PIVOD SHOWCASE has been specifically designed for simple management of displays in public entertainment and cultural complexes. The flexibility of this technology will also allow TWCA to stage corporate events, promotions, presentations and product launches, adding to the Arena's usability and profitability.

Time Warner Cable Arena is home to the NBA's Charlotte Bobcats; the ECHL's Charlotte Checkers and annually hosts numerous entertainment and corporate events. The Arena is owned and managed by the Carolina Regional Visitors Authority. Both the Bobcats organization and the CRVA were instrumental in providing the knowledge, energy and enthusiasm that has made the project a smashing success.

PIVOD Technologies provides leading edge solutions in audiovisual and digital signage which helps its customers maximise their return on investment in digital technology. At PIVOD Technologies, the products developed in house are combined with the best available products from specialist vendors across the globe to provide customers with innovative tailored solutions

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