



Photos: The two Flagship Lounges include four-sided 2x2 and 4x2 video walls above each bar

Stadium VIP Lounges Get a Big Assist from Premier Mounts

Client: AmericanAirlines Arena

Synopsis: The AmericanAirlines Arena, home of the NBA team the Miami HEAT, enlisted the help of Premier Mounts to provide mounting solutions for 107 displays in both of their Flagship Lounges

AmericanAirlines Arena, Home of the Miami HEAT, Partners with Premier Mounts to Fast-Track a New Product for 107-Display Digital Signage Project

In October 2013, Miami's AmericanAirlines Arena unveiled a \$3.5 million renovation of two exclusive Flagship Lounge restaurants reserved for Miami HEAT fans who invest in premium seats including courtside and Flagship seats. The project included a \$600,000 digital signage installation designed to broadcast live Miami HEAT games, other Miami HEAT-related and special event content, and sponsor advertisements on a total of 107 displays in the two venues.

The installation required a mounting solution that provided easy access for servicing displays that would be recessed to hang flush with the lounge walls. In June 2013, after evaluating every major mount manufacturer, Arena personnel selected Premier Mounts' LMV video wall mounts primarily for their proprietary Press & Release™ technology that enables displays to pop out with a one-touch push release for display maintenance.

Visit mounts.com to see the complete line of AV solutions from Premier Mounts, including flat-panel mounts, projector mounts, carts/stands, and a full assortment of accessories.

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Project Highlights

- \$600,000, 107-display digital signage project
- Installed at two premium stadium restaurants
- Two four-sided 2x2 and 4x2 video walls
- Perimeter displays in 3x1 and 1x5 configurations
- 40", 46", 55" and 75" Samsung commercial LCD displays
- LMV, LMVS, P4263PT and P2642T mounts
- One push releases displays for easy serviceability

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Six weeks before opening day, Premier Mounts scored again by solving an eleven-hour space squeeze with a new ultra-slim LMVS edition that was then in prototype. The company escalated production of the new SKU in order to meet the Arena's tight deadline and ensure that well-heeled Miami HEAT fans would be able to watch the three-time NBA champions while eating fare like lobster paella and locally grown micro-greens far from the general concession crowds.

The HEAT Is On

AmericanAirlines Arena's two Flagship Lounges are a key perk of purchasing premium seats for Miami HEAT home games and other Arena events, along with pluses such as



Photos: Perimeter displays include 3x1 and 5x1 configurations throughout both of the Flagship Lounges

VIP parking and in-seat food and beverage service. Each lounge has table and bar seating for 125+ fans and is, as one reviewer remarked, "one part frequent-flier airport club, one part glitzy South Beach restaurant."

For the 2013 renovation, Director of Arena Broadcast Services David Vickery worked with Florida-based Architectural Design Collaborative to develop a digital signage plan ensuring a clear view of the broadcast action from any seat in either lounge. The plan included a four-sided 2x2 and 4x2 video wall above each bar as well as dozens of screens arrayed in 3x1 or 5x1 configurations around the perimeter of each restaurant.

Vickery selected Samsung 40", 46", 55" and 75" commercial LCD displays because of the Arena's established partnership with Samsung, plus Samsung's MagicInfo VideoWall software to create and push content in a variety of display combinations. Then he went to a tradeshow to hunt for a mount that could accommodate the project's needs.

Slam Dunk for Premier Mounts

"Most of our displays were going to be inset into the wall, so we needed to be able to push on the face of any display and have it pop out so that we could service it from the

Case Study

rear,” Vickery said. “Every manufacturer other than Premier Mounts had a mechanism like a string that you pull to unlock the mount and release the display, and that wouldn’t work for us because the string would be in the wall where we couldn’t reach it.”

The proprietary Press & Release technology built into Premier Mounts’ LMV Press & Release™ Pop Out Mount solved that problem with a unique single-latch, spring-loaded locking system that disengages displays from the locked position with the same one-touch push motion used to open a kitchen cabinet. Vickery also liked the LMV’s heavy-duty steel construction because it eliminates sagging and the need for realignment when displays are extended for service.

“Premier
Mounts
bent over
backwards
to provide
a solution”

*David Vickery,
Director of Arena
Broadcast Services,
AmericanAirlines Arena*



“Hands down,” Vickery said, “Premier Mounts’ LMV was the most durable, most rugged, and best-designed mount we found for our application.”

Photos: Several on-site visits were performed in order to assure the American Airlines had the best mounting solution possible

Ultra-Slim to the Rescue

With the mount order placed and the clock ticking, Arena personnel discovered six weeks before the season opener that the frame built to hang the four-sided video walls above the two Flagship Lounge bars was larger than anticipated. That meant that the 5” clearance between the display backs and the mounting surface provided by Premier Mounts’ standard LMV product would cause the 48 displays in the two walls to overhang the bar edge.

At the time, Premier Mounts had a new ultra-slim LMVS prototype that reduced the distance of the mount from the wall to just 2”. Although the product was still in the testing stage and not scheduled for general release for nearly a year, the company shuffled its

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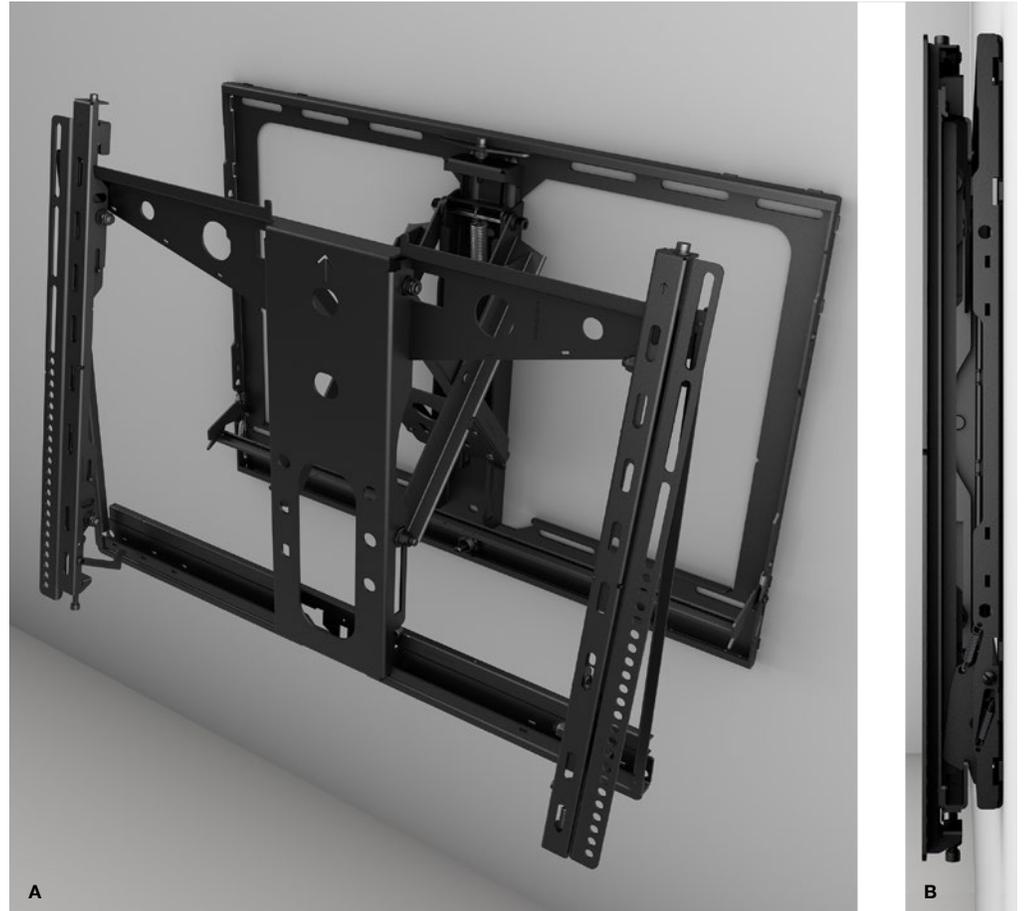
manufacturing schedule to build, paint, box and ship 48 of the new LMVS ultra-slim mounts plus two spares at its California manufacturing facility in just three weeks. That gave Vickery's team just enough time to complete the installation in time for the team's October 29 season opener, which just happened to be the game where the Miami HEAT received their Championship Rings and raised their third Championship Banner to the rafters of AmericanAirlines Arena.

LMVS at a Glance

Benefits: Press & Release™ Design for easy service access in under 5 seconds

Features: ADA compliant with 1.98" from the wall in the closed position

Specs: Ultra-slim line video wall mount for displays up to 100 lb., with screen sizes between 37-65 inches



Photos: A: The LMVS also features a Service-Position kickstand for 7 degrees of clear access to the rear of the display. B: The LMVS is 1.98" from the wall in the closed position.

“Premier Mounts was responsive to our needs throughout this whole project, including making several on-site visits to be sure we had the best mounting solution for our needs, and they stepped up even more when we ran into last-minute space problems that affected nearly half of the displays in the installation,” Vickery said. “They knew we had a restaurant opening and they bent over backwards to not only get us a mounting solution that would work but also get it there on time.”

As a result, Vickery noted, Premier Mounts will be at the top of the list to supply mounting solutions for future digital signage projects at the AmericanAirlines Arena. They took the heat, and it paid off. ■