

Hurrairah bin Sohail talks with Insung I&C about the process of deploying two large videowalls at Seoul station, one of the busiest train terminals in Seoul, South Korea.

Mounting up



Seoul station is a central hub of the city’s subway and train system. The terminal serves a daily average of 100,000 commuters which is the highest for any station in South Korea. Recently two videowalls were installed at Seoul station to effectively reach the volume of passengers that use the station.

LG provided the LCD panels for the videowalls while Insung I&C was involved with the project in the capacity of distributor and supplied the videowall brackets for the installation. LG was also responsible for deploying the videowalls.

Kim HwanJae, CEO of Insung I&C, says: “Our involvement with the project was simple and straightforward. Once we were given the brief we drew upon our experience to specify the best bracket and mount system for the LCD panels.”

The two videowalls are 13x3 and 9x3 configuration. Each LG LCD panel has been mounted using B-Tech BT8310 mounts. The product was

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- Kim HwanJae, Insung I&C

specifically selected for its push to open or close system that provides easy access to individual panels for service. This means that in case of faulty operation, a single LCD display unit can be removed without having to dismantle the entire structure.

HwanJae says: “Many products were considered by the advertising company when looking at mounts. But in the end the features of the BT8310 meant that it was best suited for the job.”

This does not meant that Insung I&C did not have to put in due diligence to convince the end-user about the merits of the B-Tech

mount. HwanJae says: “The advertising company was familiar with the B-Tech brand and with Insung I&C. But they were not familiar with the product. The main challenge for this project was the fact that we had to introduce the BT8310 to the end-user. At the time of the project, the product was new to the market and we did not have any reference sites to present. This was actually the first time the bracket was deployed in Seoul.”

HwanJae adds: “Now the product [BT8310] is well known in the market and we do not face this problem when delivering projects anymore.”

Tech-Spec

Video
B-Tech BT8310 brackets
and mounts
LG LCD panels