

NBC Washington Studios

Recently, NBC Washington renovated its on air news and sports studios with LianTronics fine-pitch LED video walls. After multiple installations since 2016 for NBC, LianTronics was once again selected to provide one of its leading-edge broadcast display solutions for NBC.

NBC (National Broadcasting Company) is the oldest and most powerful commercial radio and television company in the United States. As one of the Big Three television networks, NBC produces a vast number of sports, news and other programs to the globe every year.

The newly updated NBC news studio uses three VF1.5 fine-pitch LED video walls assembled by LianTronics. One display features a flexible curved LED screen to create a significant visual impact in the space to accentuate this newly designed facility. With perfect grayscale performance and adjustable broadcast-specific color temperatures, allow LianTronics VF series LED displays to deliver detail-rich hues and precise natural images even in low-brightness indoor environments. VF Series also produces deeper blacks, higher refresh rate, and feature non reflective surfaces, for in-camera shooting, bringing crystal-clear full motion image quality and exceptional visual effect.



For improved reliability and functionality, the installed LianTronics VF Series video walls have been supplied with our GOB (clear epoxy) packaging and Sub-Millisecond Touch Control Technology to not only cater to the immediate response requirement of weather program

broadcasts, but also feature superior protection against damage of LEDs when used in touch applications such as this. To ensure reduced downtime, LianTronics supplied signal and power redundancy for stable and uninterrupted operation of the LED video walls, as on-air broadcasting to millions of viewers demands continuous running backdrops.

The NBC sports studio at this location integrated two sets of LianTronics VAI series, PH1.5mm fine-pitch video walls assembled by LianTronics. This popular series provided NBC the perfect replacement choice for the previously installed LCD displays but with sharper dynamic images for improved broadcasting.

LianTronics' prior installations allowed NBC to experience its superior as early as 2016. LianTronics fine-pitch LED video walls have been well used in NBC studios located in Boston, Miami and LA for news and weather programs. LianTronics' proven LED Display quality and reliability has made LianTronics the premier choice for multiple LED display projects at NBC studios.

In addition, LianTronics has also provided high-quality LED display solutions to many other broadcast studios around the world, studios locations include; a TV station in Switzerland, *Arab World* in Washington DC, USA, TVE in Spain, Prima Televize in the Czech Republic, beIN SPORTS TV Station in Qatar, TDM Ou Mun in Macau, China, etc.

With its premier service and exceptionally reliable products, LianTronics is looking forward to showcase more leading-edge LED display solutions in broadcast applications.

