

Australian Stock Exchange, Sydney



The Australian Stock Exchange is part of the ASX Group, which was created by the merger of the Australian Stock Exchange and the Sydney Futures Exchange in July 2006 and is today one of the world's top 10 listed exchange groups measured by market capitalisation.

ASX is a multi-asset class, vertically-integrated exchange group whose activities span primary and secondary market services, including the raising, allocation and hedging of capital flows, trading and price discovery; central counterparty risk transfer; and securities settlement for both the equities and fixed income markets.

In early 2011, the Sydney branch of the ASX located at Exchange Square underwent a major refurbishment of the foyer area. Included in the refurbishment was the installation of three large-screen video walls, which would be used to show the latest stock figures and market news. Mitsubishi Electric 46" inch LCD display wall technology was chosen for the installation.

The challenge

Due to the high light area and long operating hours, the display walls had to have high brightness and use commercial grade LCD panel technology. A range of inputs would be needed, and network capability for monitoring and control from a central location. The display walls would also require internal data processing in order to display multiple data and video sources simultaneously. A narrow bezel width and quick front access for maintenance were also desired features.

PROJECT DESIGNATION

Australian Stock Exchange, Sydney

PROJECT LOCATION

20 Bridge St, Sydney

CUSTOMER

Australian Stock Exchange, Sydney

APPLICATIONS

Public Display Walls

PRODUCTS USED

56 x VS-L46XM70U,
46" LCD Displays

FURTHER INFORMATION

Mitsubishi Electric Europe B.V.
Nijverheidsweg 23a,
3641RP Mijdrecht
The Netherlands
Tel: +31 (0)297 282461
Fax: +31 (0)297 283936
E. info@mitsubishielectric.nl

Request more information

The solution

The ASX chose the Mitsubishi Electric VS-L46XM70U to be its preferred Video Wall display product to deliver market update information in its newly refurbished Bridge St premises. With a high brightness of 700cd/m² and a screen-to-screen gap of only 7mm, the VS-L46XM70U 46" LCD display walls provide easy to view images with minimal content blockage.

The VS-L46XM70Us are designed for 24/7 use, with an Eco Mode that lets the ASX select the optimal balance between brightness and power consumption. Interchangeable custom input boards and built in processing allow for up to six different image overlays from different video/data sources to be displayed on a single video wall or screen at the same time. Colour and brightness uniformity were critical in ASX's choice of display solution. The VS-L46XM70Us were able to meet this challenge with Digital Gradation Control (DGC) and Dynamic Brightness Balancing (DBB) technology. The DGC circuit ensures edge-to-edge colour uniformity between each screen in the display wall, while DBB helps to keep brightness over the entire display wall at the same level.

The optional BR-XM70KK wall mounting kit available for the VS-L46XM70U was also chosen by ASX for its ability to provide precise display alignment, front access for easy maintenance or replacement and engineered ducting which directs air-flow to prevent overheating. walls from floor to ceiling at 2.61 m high and 4.60 m wide.

End result

The display walls have maximised the available foyer space while providing a visually impressive addition to the new look entrance at ASX, and provides visitors with up-to-the minute stock market information that's clear and easy to view at all times during the day or night.

