

Cell©, South Africa



Cell C is one of South Africa's leading providers of mobile communications. Founded in 2001, the company boasts over 20 million customers on its network which covers more than 98% of the country's population. Innovation is a central theme of Cell C's strategy. It was the first company to introduce dual band networks to the region and is now investing more than R8 billion in rolling out LTE in the next three years.

Background

As part of its continuing commitment to improving services, Cell C recently relocated all of its network operations, customer support and data warehousing into a new purpose-built campus facility. Cell C's previous network operations centre had used three front projection screens as its main display. The planned relocation provided the opportunity for systems integrator EEU Taltronics to upgrade the outdated system with Seventy Series video wall from Mitsubishi Electric, featuring the latest LED lighting technology. In view of the urgent need to upgrade the network monitoring facilities, EEU Taltronics supplied and installed a 2 x 11 video wall into the existing facility while the new operations centre was being built. The plan was to move the system to the new centre once it was complete. However when EEU Taltronics were invited to view the new facility they encountered some unexpected problems.

PROJECT LOCATION

Johannesburg area, South Africa

CUSTOMER

Cell© South Africa

APPLICATIONS

Telecom

PRODUCTS USED

30 X VS-67PE75U

INSTALLATION

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Problem & Solution

Managing cellular networks effectively requires data from numerous sources; alongside the technical data from network nodes themselves there is also a need for news and weather information to help monitor events which could cause traffic to rise dramatically in particular cells. Operators monitoring this information have to maintain a clear overview, while also having the ability to drill-down on any aspect of the network requiring closer examination. Seventy Series DLP™ cubes from Mitsubishi Electric provide the perfect display platform, combining extreme reliability and versatility with top-class performance. The LED light sources in the Seventy Series cubes are rated for up to a minimum of 80,000 hrs of continuous and maintenance-free operation. Sophisticated self-management features such as intelligent dynamic colour and brightness balancing and digital graduation circuitry ensure both graphics and video are displayed with pin-sharp accuracy, 24 hours a day.



For Cell C, EEU Taltronics proposed a 2 x 11 installation of VS-67PE75U video wall cubes. Each 67" cube delivers SXGA+ resolution and up to 620cd/m² brightness to ensure excellent clarity for both graphics and moving images – a dramatic improvement on the previous system. EEU Taltronics paired the Mitsubishi Electric displays with a Jupiter Fusion Catalyst 4000 processor, which provided the source switching and management capability. A key feature of the system is its ability to respond to pre-configured alarm conditions. Should a problem occur anywhere on the network, the display format changes automatically to focus on the area of concern, allowing operators to quickly evaluate the situation and respond.

The 22-cube display was installed and commissioned in the existing network operations centre, where it remained in operation for around 14 months while the new campus was under construction. However when it became time to plan the relocation of the video wall to its new home, EEU Taltronics identified a significant problem.



Within the new facility, two main supporting pillars had been placed in the centre of the room where they would have interrupted the view of the video wall in its existing 2 x 11 format. Furthermore, it had become clear during the initial installation that more pixel “real estate” would be required to accommodate all the data that Cell C now needed to display on the screen.

To overcome both these problems, EEU Taltronics proposed adding an additional eight cubes to the system, bringing the total to 30, and dividing the screen into two 3 x 5 displays that would provide a far more aesthetically appealing solution. Cell C agreed, and the new network operations centre opened as planned with its new format video wall.

Specifications

Model	VS-67PE75U
Technology	LED video wall cube
Overall Size	41.6 m ²
No. of Modules	30
Cooling system	Air cooling system with efficient cooling pipe and aluminum plate (No liquid)
Type	DLP™ technology (0.95" DLP™ 1 chip) DarkChip3™, BrilliantColor™
Resolution	SXGA+, 1400 x 1050 pixels (per module)
Light Source	LED (RGB)
Light Source Service Life	≤ 80,000 hrs.
Brightness	620 cd/m ² bright mode 510 cd/m ² normal mode 380 cd/m ² eco mode
Contrast Ratio	1600: 1
Power Consumption	120 W in eco mode, 160 W in normal mode, 210 W in bright mode.

DLP™ and Digital Light Processing are trademarks of TexasInstruments.

Installation & Results

Relocating and enlarging the system presented no problems for EEU Taltronics as both the Mitsubishi Electric displays and their Jupiter controller are extremely versatile. All of the content is located on web-based servers. The Jupiter controller has four DVI inputs of which only two are currently being used; One for capturing Google Maps graphics from an external PC and the other for displaying digital TV footage. All other information, including data from the entire country-wide Cell C network, is channelled through a dual gigabit LAN interface.

Customer Reaction

Cell C's experience is a good example of how infrastructure that appears perfectly adequate for future needs can quickly become a problem as the priorities of the business adapt in response to changing circumstances. This is why versatility in control room display systems is just as important as reliability, performance and cost of ownership. Thanks to EEU Taltronics and Mitsubishi Electric's Seventy Series displays, Cell C was able to easily upgrade its display capabilities mid-way through the project. Now settled in its new permanent base, and with a display system that fulfils all its present and future needs, Cell C can now focus completely on bringing the next generation of mobile communications to South Africa

Seventy Series from Mitsubishi Electric

The VS-67PE75U models used at Cell C are part of Mitsubishi Electric's pioneering Seventy Series. The centrepiece of this projection technology is an integrated, ultra-modern DLP™ chip. For its latest LED cube generation, Mitsubishi Electric has developed the innovative Smart 7 concept, a pioneering design for LED video wall cubes with a wide, intensive colour spectrum, optimum energy efficiency and an average service life of ten years. As a global market leader in LED cubes, Mitsubishi Electric currently offers the widest selection of models and is able to provide first-rate, well-engineered technology for customised solutions. The company has over 30 years' experience in LED solution development and large screen project management. We have already installed more than 71,000 DLP™ projector units worldwide



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