

# QVC case study:

*Beyond traditional scenography  
with dynamic LED walls*

## Customer profile

- Industry-leading American free-to-air television network
- Pioneer in home tv shopping
- Broadcasts to more than 380 million homes
- Over 13 broadcast networks in seven countries including Italy

## Challenge

- Improve overall flexibility of set design
- Allow for more creative but realistic set scenarios
- Ensure easy management and maintenance of any new gear

## Solution

- Coleder ACE BLOCK LED wall

## Benefits

- Flexibility in set design
- Dynamic and creative scenarios
- No moiré effect
- Quick installation
- Easy operation and maintenance
- Potential long-term cost savings



QVC is the multichannel platform that combines TV, digital, mobile and social for a unique shopping experience for millions of people worldwide, delivering the joy of discovery through the power of relationships. Founded in 1986 by Joseph Segel in West Chester, Pennsylvania, United States, QVC broadcasts to approximately 380 million homes on 13 broadcast networks in seven countries, including channels in the UK, Germany, Japan, Italy, and through a joint venture in China. QVC has been broadcasting in Italy since 1 October 2010 with 17 hours live each day, seven days a week, 364 days a year.

## The Challenge

QVC Italia's television studios are located in the city of Brugherio (Lombardy region). While the studios boast of top-of-the-line broadcast equipment, the studio scenography is very traditional—from kitchens to bedrooms, bathrooms to garages.

While traditional set designs can be effective at creating realistic settings and backdrops for promoting individual products, they provide very little flexibility. Sets have to be custom-built for different types of products being sold, often requiring bulky set pieces that are very rigid and difficult to manage. Building different set designs depending on the product being offered can also lead to high costs. Beyond cost and flexibility, creativity also gets limited by what can be physically built and provisioned.

There is no question that traditional set design provides much-appreciated realism, but QVC's studios could benefit from adding more advanced gear that will allow them to create more visually impactful scenarios for different products while keeping behind-the-scenes operations a lot more manageable.

## The Solution

QVC, a MediaPower customer, has set out to modernize its set design by

adopting LED wall and Totem LED wall technologies. Responding to these requirements, MediaPower offered Coleder's ACE BLOCK fine-pitch LED Display line for building a LED wall. QVC decided on using two vertical Totem LED walls, and Coleder's ACE BLOCK LED wall.

QVC decided to go with Coleder's **ACE BLOCK fine-pitch LED Display** line for its superior quality in both technology and features.



The ACE BLOCK range boasts of unique features that set it apart from other solutions available:

- Excellent viewing angles, no moiré effect (160° horizontal viewing angle, 140° vertical viewing angle)
- Scanning Mode: Grayscale was improved and passed all tests following the new set up
- Uniform display with flatness surface within +/- 0.1mm
- Industry-leading front installation design that saves space and provides for easier and faster installation
- Front maintenance (by magnet) for faster replacement / technical operation
- Free from jumper cables between panels, which provides for faster installation and better stability
- Exclusive design and possibility of bending over 10 degrees.
- 3-year warranty



### The Benefits

With these new LED walls, QVC has improved its set design with more dynamic and creative scenarios while maintaining realistic quality. The LED walls have provided QVC the flexibility to create vibrant set designs and, hopefully, also deliver set production cost-savings in the long-term. As for Coleder's ACE BLOCK 1.5mm



LED wall panels, QVC also benefits from the panel designs and features. The front installation/maintenance design of ACE BLOCK panels allow quick installation, easy maintenance, and better operational integrity and overall technical management. The flat uniformity of Coleder's panels has also guaranteed QVC perfect results even when maintaining distances as little as 1 meter between subject and LED wall, without any moiré effect.

With two vertical Totem LED walls, Coleder's ACE BLOCK LED wall, and a relationship with MediaPower that is built on trust, QVC can set up their stages in more dynamic ways. QVC's creative team can now emphasize products and communicate product highlights in new ways.

### About Coleder

Established in 2002, COLEDER is a hi-tech enterprise, intelligent manufacturing & application expert in the LED display industry. As the innovative pioneer of fine-pitch LED video wall, its business covers 50 countries and regions all over the world. During the past 18 years, COLEDER has focused on LED display technologies and products, and elaborately completed the solutions for the products and applications of LED display with innovation and craftsman spirit.

### About MediaPower

MediaPower enables media workflows through products and services that empower organizations to create, manage, deliver, and monetize digital content. Founded in 1993, MediaPower started as an integrator of networking and storage solutions for the broadcast industry, with products from top brands like SeaChange, DDN, NetApp, and Dalet. MediaPower has since developed multidisciplinary expertise in IT-based workflows, media management, content acquisition & distribution, and digital transformation.