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HOTELS & RESORTS

LG Business Solutions, NovMega Digital Solutions, & Peerless-AV[®] Installed Largest Hospitality dvLED Video Wall in Canada at Westin Bear Mountain Resort

CASE STUDY
AUGUST 2021





Photo Credit: Westin Bear Mountain Golf Resort & Spa, Victoria

[Westin Bear Mountain Golf Resort & Spa](#) is a luxury hotel located in Victoria, British Columbia. It is home to Cycling Canada and Golf Canada where guests can golf on the award-winning Nicklaus Design golf courses and enjoy many other events and activities on the grounds.

With aspirations of becoming the first 5-Star Diamond Westin Hotel, President and CEO of Westin Bear, Raoul Malak had the idea to create a unique and visually stunning video wall display that would “reimagine the guest experience.” His vision was ambitious, imaginative, inspiring, and pioneering within Canada’s hospitality sector. The hotel wanted to make its mark on the industry and believed technology would be a differentiator.

The Challenge

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The hotel wanted a flexible solution that would allow their ballroom to be used for golf tournaments and watching sports, as well as a backdrop for various events such as, weddings, corporate meetings, and more. [NovMega Digital Solutions](#), a commercial audio video contractor, was tasked with managing the direct view LED (dvLED) video wall installation. Project planning began in April 2020.

Initially, the design was much smaller, but the hotel opted for a dramatic dvLED video wall system that ran the entire length of the ballroom wall, measuring 63ft (19.2m) wide x 9ft (2.7 m) tall. Implementing a video wall of this scale and magnitude presented many unique challenges. For such a wide wall, structure was a priority. The team ran multiple tests to ensure that the wall could safely hold the combined load of the cabinets and mounting systems.

The COVID-19 pandemic required the team to implement both site and pandemic-related safety precautions. The pandemic-related safety precautions, including social distancing guidelines, caused many delays in the hotel's construction.

Due to these setbacks, final finishes including flooring and lighting were not completed before the installation. Although not recommended, exceptional circumstances and a tight timeline meant this could not be avoided, and the entire team provided extra care and attention to protect the dvLED displays from dust and other harmful construction elements.



The Solution

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Having previously worked on many dvLED projects with [LG Electronics Canada, Inc. \(LG Canada\)](#), NovMega knew LG Canada would be the perfect collaborator, providing the patience and expert attention to detail required for this project.

“dvLED displays are such a different beast compared to LCD video wall installations,” commented Anthony Ferreira, Sales Engineer at LG Canada. “From an install standpoint, it’s imperative to employ a team that will take pride in their work, be delicate in their handling, and has the experience with and patience for precision install projects. In terms of best practices, we always advise a clean area (whenever possible), no abrasive clothing or jewelry, and gloves to avoid potential staining to the LED diodes.”

For this project, NovMega specified a 1.56mm pixel pitch LG LSCB Series dvLED Displays in a 32 wide by 8 high cabinet configuration. When it came to a mounting system, the team needed a third-party solution that would offer the flexibility and adjustment needed for a potentially unforgiving wall surface.

“Understanding fully that the surface of the wall is paramount to any installation, and that no wall is perfectly flat, we required a mount structure that would offer the highest level of Z-axis adjustment to achieve a flawless flat plane and perfectly smooth finish,” added Ferreira.

Based on its previous experience working on dvLED projects with LG Canada, and for its reputation as a premium quality and reliable brand, [Peerless-AV®](#) was chosen for the task. The accomplished AV manufacturer exclusively designed a completely custom SEAMLESS Bespoke dvLED Mounting System for the project. Peerless-AV delivered the mounting system to the customer site in a tight timeframe.

SEAMLESS BESPOKE

The Installation

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Before arriving on-site, NovMega worked with Peerless-AV to choose a high-quality, furniture-grade hardwood ply to achieve the required flat wall structure. Longer mount extrusions and fasteners were manufactured to compensate for the enormity of the wall. The hardwood ply was painted black to ensure no reflections once the cabinets were in place.

To ensure quality product support and service in every step of the installation progress, Peerless-AV offers a SEAMLESS dvLED Video Wall Integration Program. Due to pandemic travel restrictions, Peerless-AV's dvLED technical support team could not physically be on-site, but the team provided guidance and directions for the mount installation through virtual video calls.

“As a mount manufacturer, working with the integrator and OEM together as a team, right from the start is paramount on any project, but for dvLED it's make or break,” commented Megan Zeller, Business Development at Peerless AV. “Since our team could not be present, we conducted regular conference calls with NovMega and LG Canada, and used FaceTime to walk through the install steps and advise how to avoid potential issues. The NovMega and LG Canada teams are experts in the field of dvLED and were painstakingly precise in their approach, creating a perfect partnership for this project.”



The Installation

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Even though the Peerless-AV team could not be on-site, the custom dvLED mounting system helped facilitate a straightforward installation. The mount passed strict UL2442 safety tests to cater to the heavy wall load and provided flexible mounting points to the structured wall. It also offered space behind the mount for cable management and the highest level of Z-adjustment, a must-have for a perfectly flat, seamless video wall finish.

Given how great the mount is, the install was so straightforward, despite Peerless-AV not being able to be present. LG Canada's Anthony Ferreira was on site the entire time and the install team was phenomenal, working 8-to-12-hour days, including weekends.

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**Alex Fortin, President and CEO
NovMega Digital Solutions**

The Installation

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Installation began in March of 2021 and, in just 10 days, a four-man crew installed the giant dvLED video wall. The installation team used scaffolding and a long laser level to conduct spot checks and confirm accuracy across the wall. Fluke tests were conducted to check cable performance and confirm that all cables were CAT6A shielded from the backbone.



The 256 LG cabinets (1,024 modules) were shipped in 32 crates and each cabinet was labeled for its exact location on the wall, which took a lot of methodical organization when unboxing. The cabinets are cableless, with all power cascaded from one cabinet to the next. The 65/35 heat ratio allows install into shallow recessed cavities. From a servicing standpoint, everything can be serviced, maintained, or swapped out from the front.

Using the video wall's four individual inputs, the hotel can split the screen into four x 4K 16:9 aspect ratio sections so different content can be displayed or streamed. In-wall control technology is provided by Datapath, Crestron for video matrix, and nView proprietary remote viewing software allows complete control of the video wall from NovMega HQ.



The Results

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All parties went the extra mile to ensure a successful installation that met the objectives and expectations of Westin Bear. The video wall surpassed all expectations and is a functional, flexible solution for the hotel. The special nature of the wall has fulfilled its purpose to reinvent the guest experience, and leaves a lasting impression on anyone that visits.

The video wall is speculated to be the most pixel dense dvLED wall in Canada, totaling over 20 million pixels, and currently the largest indoor dvLED hospitality installation in Canada. Valued at \$1 million, the project is a complete success, and LG Canada and Peerless-AV have awarded Raoul Malak and the hotel with a plaque for “dvLED Hospitality Project of the Year, Canada”.

Fortin, added, “Westin Bear is by far the most interesting of AV-focused resorts in Canada, and the technology innovation that we were brought in to install is all the brainchild of the owner Raoul. He was very keen to elevate the prestige of the resort and set a benchmark for others, and he has certainly achieved that.”

The Results

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“It’s fantastic to see my vision come alive,” said Raoul Malak, President and CEO of Westin Bear Mountain Golf Resort & Spa. “I wanted to set a technology benchmark in the Canadian hospitality market whilst elevating the value add for guests and visitors. Not only do we have an amazing venue, but we also have the biggest video wall in Western Canada, and the ballroom has been booked up all through summer. The bride at the first wedding reception since the video wall was installed was blown away, and seeing her and other guest reactions makes me very happy. LG Canada has recognized the installation as ‘AV Project of the Year 2021’ and for that I’m very proud.”



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**Raoul Malak, President and CEO
Westin Bear Mountain Golf Resort & Spa**

With over 80 years of audio visual experience, our commitment to the creation of cutting-edge technology and standard-setting solutions has elevated us to the status of the industry's most innovative leader. Our Dedicated SEAMLESS dvLED Solutions Team sets the bar for high quality design, while achieving the pinnacle of aesthetic results. Our dynamic group of dvLED professionals include structural and mechanical engineers, product managers, project managers, installers, as well as sales and service personnel. The entire Peerless-AV® dvLED Solutions Team is there every step of the way to ensure every customer receives SEAMLESS product support & service.



EXPERT ENGINEERING & DESIGN

Our experienced custom engineers & support staff work in a think-tank style environment, creating new & effective solutions specific to your needs.



CUSTOM PROJECT MANAGERS

We provide a single point of contact, from the SEAMLESS dvLED Solutions Team, who oversees the project every step of the way, ensuring an ideal solution & timely delivery of your custom dvLED video wall solution.



FULL INSTALLATION SERVICES

When we say that we are there every step of the way, we mean it. Our SEAMLESS dvLED Solutions Team supports the installation, maintenance, troubleshooting & even, post-installation services.



SEAMLESS dvLED MOUNTING SYSTEMS

Our SEAMLESS dvLED Solutions Team exceeds industry standards, while achieving the pinnacle of aesthetic results. Choose between our Kitted and Bespoke Series dvLED Mounting Systems.

To learn more about the SEAMLESS by Peerless-AV® dvLED Video Wall Integration Program & mounting solutions, visit peerless-av.com/SEAMLESS.

The LG brand was established in 1995. The company is a global leader in electronics information and communications products, with more than 117 operations around the world, and annual worldwide revenues of more than US \$56 billion. LG Electronics Canada, Inc. is comprised of four business units - Home Appliance, Home Entertainment, Business Solutions, and Commercial Air Conditioning. The company has offices in Toronto and Vancouver. LG Electronics Canada, Inc. is focused on delivering award-winning products known for blending style and technology. These innovative products include cell phones, flat screen TVs, laptop computers, information displays and home appliances.

For more information, please visit lg.ca.



At Novmega Digital Solutions, we believe that technology can help.

Our clients are primarily retail and hospitality brands that are passionate about their customer experience and believe that technology can help elevate the customer journey.

We create Audio & Video systems that are not only robust and cost-effective but also are also seamlessly integrated into the design and overall ambiance. We believe that when done right, AV elevates customer experience resulting in happier guests who tend to spend more time at our client's locations.

Based in Vancouver BC, Novmega Digital Solutions was founded by Alex Fortin. Alex is a veteran of the Commercial Audio Video industry. Since 2008, he's worked with a multitude of the top brands on projects with National and International reach. Some of his past clients include Lululemon, Joey Restaurants, Earls, Vancouver Canucks, Fairmont, Westin, Oxford Properties, to name a few.

Novmega Specializes in all facets of Commercial AV but specializes in Direct View LED & Digital Signage. For more information, visit <https://novmega.com>.







About Peerless-AV®

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For over 80 years, passion and innovation continue to drive Peerless-AV® forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit peerless-av.com.



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