

## Arch: First White LED Screen

Written by Bob Snyder  
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The lobby of the Boréal building in Brussels now holds the first ever white LED screen.

This building (owned by the investment fund Deka-Immobilien Europa) will become the headquarters of the Retail & Private Banking department of BNP Paribas Fortis.

(You can understand how BNP Paribas Fortis would want to start clean with white screen if you followed Fortis Bank's ownership debacle in Belgium.)

The LED screen measures 11m long by 3m high as designated by Conix, the architect. It fits in the lobby blending in to look like the white tiles of the adjacent walls.

The model ALS Indoor 8mm offers a resolution of 1408 x 368 pixels, more than 515,000 LEDs. The challenge was to produce a white screen (when it is turned off) to respect the concept of the architect and to provide a passive cooling to ensure silence while in operation.

"For more than a year, passive cooling has been proposed for our entire range. This technique allowed us to reduce the weight and the size of all our models, and it is one of the specific

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advantages of Arch," says Sebastien Clement, CEO.

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