

BMW Welt, Munich, Germany

Premium automotive manufacturer goes bold and bright with Barco modular LED displays

BMW Welt is an iconic place. It goes without saying that it should feature iconic AV technology.

Peter Greinecker - Project Manager,
Kraftwerk Living Technologies



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BARCO SOLUTION

- Spiral array of Barco X2 LED modules
- Flat array of Barco X2 LED modules (6.4 x 3.6m)
- Curved array of Barco X1.6 LED modules (6.4x 3.6m)
- Full-HD Barco X1.6 LED display

WHY BARCO?

- Easy integration into existing architecture
- Superior image quality
- Extremely long technology lifespan

In 2007, the automotive brand BMW Group opened the doors of the BMW Welt in Munich, a 'brand temple' that serves as a combination of exhibition, delivery center, museum and visitor experience venue.

When after 10 years of service, many of the AV systems at BMW Welt failed to live up to the BMW Group technical requirements, BMW Group decided to completely upgrade the existing technological infrastructure. The goal? To implement a modern, flexible, ergonomic and centralized tech and communication system that works with existing architecture. One of the partners? Barco!

BARCO



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BMW Welt in Munich, Germany, is the heart and soul of the automotive giant. Located next to BMW Groups' famous "four-cylinder" headquarters, the massive, modern, artistic-looking building houses BMW's delivery center as well as a museum, several restaurants and much more. With over 20 million visitors since its opening in 2007, the Welt is the most visited tourist attraction in Bavaria. To get ready for its 100-year anniversary in September 2016, BMW Group updated all 15 sites at BMW's Munich 'brand temple'.

Technical innovation and competence

As a firm rooted in engineering, design and technology, BMW Group is committed to technical innovation and competence. In 2015, BMW Group decided that the infrastructure it was using at BMW Welt was no longer living up to these values. Rooted in the company-wide goals of efficiency, flexibility and performance, BMW Group sought a solution that would adhere to its 99.9% availability standard for media tech. It had to be intuitive, eco-friendly, centrally-managed, modular and future-proof.

Modular structure, 4K compatible

BMW Group joined forces with AV consultant macom GmbH and Austrian systems integrator Kraftwerk Living Technologies. Kraftwerk Living Technologies' choice of Barco technology hinged on its modular structure that can be expanded or altered as needs change and its compatibility with 4K ultra-high definition images. In an expertly-planned transition process that lasted for over a year, all the media technology infrastructure – from LED walls, digital signage and event tech to custom systems – was refurbished. The new Barco LED arrays and their linked technologies were up and running in time for the centennial gala in fall of 2016.

Barco in four quintessential locations

The Double Cone – the very symbol of the BMW Welt – features a curved, spiraling, 4K-UHD LED display based on Barco X2 LED modules, which is seamlessly incorporated into the existing architecture. The Rolls Royce plasma wall has been upgraded to feature Barco X2 LED modules in a 6.4 x 3.6 meter array. The South wall, previously home to a plasma screen, now features a curved 6.4 x 3.6 array of X1.6 LED modules, while Kraftwerk also set up a Barco full-HD X1.6 LED display at the exclusive BMW Welt Business Club. Each of these displays is highly luminous and can be used without restrictions – even in full sunlight. Even more, it's all state-of-the-art – as befits a prestigious car manufacturer aiming to craft 'the ultimate driving machine'.

A picture is worth a thousand (or more) words

"BMW Welt is an iconic place, which deserves iconic AV technology," explains Peter Greinecker, Project Manager for Kraftwerk Living Technologies. "Not only does Barco help achieve BMW Groups goals of automation, 99.9% uptime and extreme energy efficiency, it reduces administrative costs and is easy to operate. The amazing performance of Barco's LED video wall technology speaks for itself – a picture is worth a thousand words, and probably even more in 4K UHD."

The amazing performance of Barco's LED video wall technology speaks for itself.

Peter Greinecker - Project Manager, Kraftwerk Living Technologies

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