Userful video wall in office lobby showcases Dataminr's revolutionary worldwide news alert product.

Dataminr, a leading company in AI and machine learning innovation, discovers high-impact events and critical breaking information across the globe way before it is in the news.

Challenge

At their Washington D.C. oce, Dataminr wanted to deploy a video wall in their lobby to showcase their brand and key services with Tuck Technologies, a D.C. area AV integrator, winning the project. One of the challenges faced when considering Dataminr's video wall requirements was that the location of their video wall didn't allow a video wall controller to sit next to the displays.

Tuck Technologies had experience with video walls in the past, but found them complicated, highly specialized and all too often not user-friendly. Also the video wall solutions they had worked with were expensive (with price tags of up to K) and often technical support was charge as extra from the initial investment.

> " We are very happy with the product, easy to use and manage and very price-competitive...Plus it is a very 'set it and forget it', hands-o solution
>
> - Stephen Lee, Vice President of Tuck Technologies

Solution

Tuck Technologies found Userful through a former employee and quickly knew that Userful was the best option for the project. As Stephen Lee, president of Tuck Technologies, points out "The ease of install and use was a key selling point. Userful is intuitive, and there is no need for the administrator to be an expert, or a high-level, IT professional". Userful also had a great price point as Lee puts it.

The content Dataminr wanted to put on the video wall was a network stream of the interactive application Dataminr have—a rotating image of the earth with social media and news ashes from around the globe. They installed the video wall at the front of the oce with the purpose of showcasing Dataminr's products for their visitors in a cool way.

And of course, Userful also allows Dataminr to have the host PC away from the video wall (eliminating the need for space to house the unit next to the wall). According to Lee, "the exibility of delivering the video wall content via the network, and having the streamlined zero clients on-site, rather that having media players and controllers that take up a lot of space, is a great advantage to the Userful solution".

Results

The Dataminr project was a great success, and as Lee pointed out, "Userful hit all the right notes in this project. From the ease of install and use, to the exibility of adding and managing content easily. Everyone involved has been very happy with the product, especially the part of being so cost-eective and easy to use and manage.

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> ### If someone building an oce space can get a video wall, including monitors, for about k - k, as opposed to the k - that other solutions cost, that is a no brainer
>
> *- Stephen Lee, Vice President of Tuck Technologies*