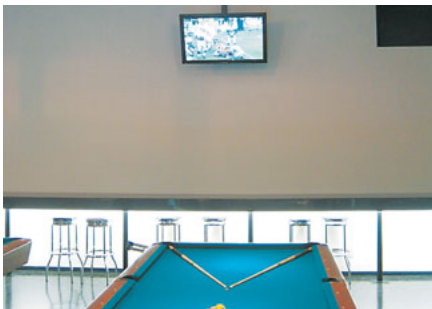


**Innovative screen layout used in a giant sports café.
Thin, lightweight, large-screen plasma displays chosen to offer wide viewing angles and superb video display performance.**

Installation Details

A total of 11 plasma displays featured in a mega-size sports café.

The SPORT & COMMUNICATION CAFE YELL was designed and built with the aim of turning even people with little interest in sport into sports enthusiasts by creating an upbeat atmosphere where friends can hang out and enjoy themselves. They decided to use 42-inch plasma displays as background video



Display installed in the pool bar.

screens that would provide ideal motion-image displays of sports videos while also matching the café layout and interior design style.

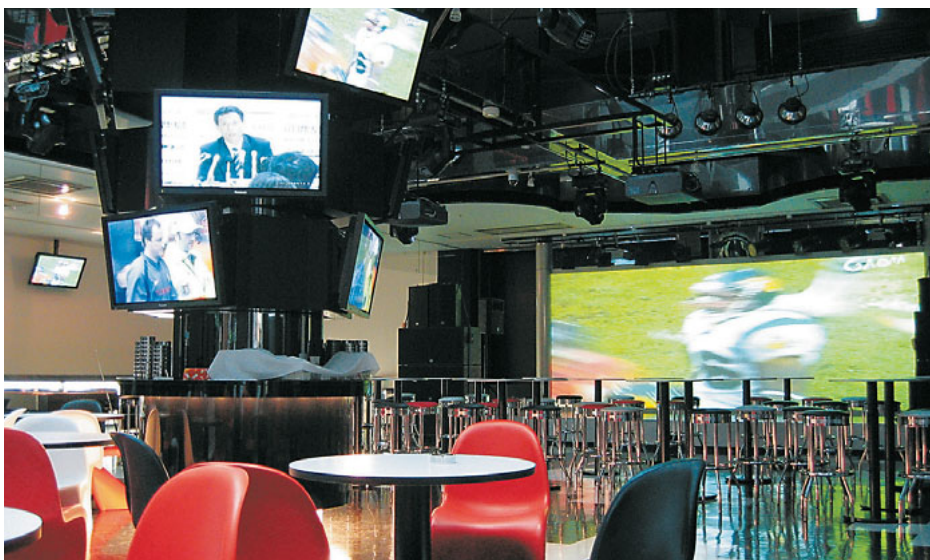
Thin, lightweight, and ideal for displaying motion images—the perfect screens for sports videos.

The nine plasma displays are hung on a pillar in the center of the café with three panels each on three levels, simultaneously giving three types of content through 360° to viewers anywhere on the main floor (see next page). The innovative layout takes maximum advantage of the slim profile, light weight, wide screen, and wide viewing angle offered by plasma displays. Plasma displays are an ideal choice for any sports café



Multiple displays positioned in a carefully planned layout to take the best possible advantage of the installation plan.

since they provide clear and crisp reproduction of fast-moving sports action thanks to their motion-response characteristics, which are far superior to equally thin and lightweight LCD monitors. Individual plasma displays are hung from the ceiling on the main floor and in the pool bar.



Five CRT displays installed behind the counter bar.



Plasma displays installed on the pillar (right) and two 150-inch screens (left).

Plasma Display System Report

Units delivered: 11

Vol. 1

Sport & Communication Café YELL

Sapporo, Japan

Date delivered: June 2003

System Outline

A powerful background video environment created via 11 video sources, 12 output sources, and 18 video display systems.

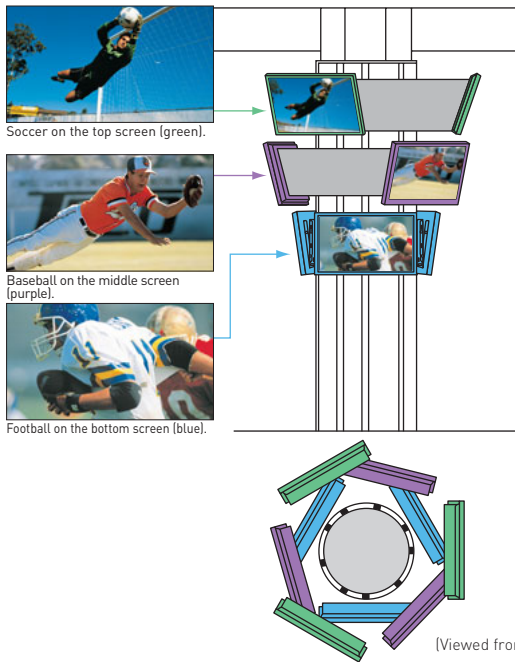
The installed system supports a wide range of video sources, including four CATV tuners, S-VHS, DVD, and external inputs, and two cameras to capture scenes inside the café. The images are output to two 150-inch giant screens, eleven 42-inch plasma displays, and five CRT screens, making up a versatile background video environment. Even in such a complex setup, system control is simple using a control PC installed in the DJ booth and customized control software. The nine plasma displays installed on the central pillar on three levels are designed to show any of three types of content drawn from

11 video sources, with video content instantaneously switchable using the control software alone.

Plasma displays on the central pillar provide high-impact visuals with a high level of visibility.

Cross-section through the pillar.

Nine plasma displays are installed to ensure that three different types of video content (on three screens) are always visible from any angle.



Control PC installed in the DJ booth simplifies control of a wide range of input and output sources.

After Installation

Applications and Future Prospects for This High-End Background Video System

After considering the café's interior, it was decided that plasma displays would best fit the image. Panasonic plasma displays were chosen because of their high reliability and great brand image. Plans call for the system to be used not only for the background video display of sports content but also as a monitor for the gallery to watch the progress of events like video game tournaments. Because the same building houses other YELL-related stores, there are also plans to install plasma displays in locations such as the entrance of the building or in stores on other floors — for example, a karaoke bar.

Outline of the System Installed at YELL



The video sources are installed in an equipment box beside the entrance.

