



Philips L-Line 7000 series LED

Case study Corporate

Heijmans develops another eye-catching design with PPDS

“

Philips LED is really cost effective and you can be very creative with its integration. It was a flawless installation and we couldn't find any dead pixels. The Philips 7000 series of PPDS is one of the best in its kind.”

Bart Donkersloot, Sales Director, BIS|Econocom





Background

Better. Smarter. Sustainable. Heijmans are creators of healthy living environments. This Dutch construction group was founded in 1923, and is regarded as one of the most prolific leaders in property development. Their future-centric thinking has paved the way in the way we live, work, and connect with environmentally conscious designs and inspiring innovations. Today, the 4500 strong team at Heijmans are responsible for building the finest homes, stores, company premises, as well as developing residential areas, shopping centres, and business parks. With social contribution in their heart and soul, Heijmans is dedicated in shaping the spatial environment for a better world.

Challenge

A publicly listed company focused on quality improvements, innovation, and integrated solutions for the public sector, professional sector, and government bodies, it was of great importance for Heijmans to exude their creative thinking within their own showroom. As an inspirational space where their customers are taken on a journey of imagination, advice, and development planning, their central hall needed a progressive display setup to truly show off their innovative capabilities and progressive vision. With recent renovations to the showroom, the display also needed to be bright enough to make an impact amongst the abundance of natural light.

Solution

To bring their vision to life, Heijmans teamed up with PPDS and BIS|Econocom for an eye-catching AV solution. Harnessing the creative design of the main hall, a custom Philips 7000 Series LED display was installed across a central corner wall. This oversized display was made for impact with its unique 45-degree cabinet design that delivers a versatile visual feast capable of input from single and multiple content channels. Featuring high-brightness and fine pixel pitch, Heijmans can now ensure that their branded content and news, as well as their company and

project information is prominent, sharp, and clear. As a result of this spectacular LED wall, the innovative nature of Heijmans is always on display—forming a lasting impression for all visitors and staff.

Benefits

Unique design: 45-degree cabinets ensure a unique design capable of seamless viewing from multiple angles.

High-brightness: 1200 nit brightness keeps the content the centre of attention no matter how much natural light shines through the showroom.

Multiple inputs: Content can be played back via a single channel or multiple sources to utilise the over-sized display space.

Flawless picture quality: Zero dead pixels and ultra-sharp resolution brings the content to life, whilst showcasing the perfect attention to detail that Heijmans delivers through their services.

Fast facts

Client
Heijmans N.V.

Location
Rosmalen, the Netherlands

Project
Heijmans HQ renovation

Products
Philips 7000 Series LED
41BDL7324L/00
Display (48 units)

Partners
BIS|Econocom

BIS | econocom

