

PHILIPS

Professional Display Solutions

Case study Broadcast

 **PBS Appalachia**
VIRGINIA

PBS Appalachia

Spectacular 28ft Philips dvLED wall goes live inside state-of-the-art PBS Appalachia television studio at Hard Rock Bristol

“

I was hoping it was going to turn out as good as it looked in the drawings and renderings, I didn't think it was possible... but it turned out even better!”

Julie Newman, PBS COO and General Manager for PBS Appalachia





Background

PBS Appalachia has officially opened its studio in Spring 2025 as the first all-digital public TV station in the US, dedicated to dedicated to amplifying the voice of Southwest Virginia with high quality local content and PBS network programming. The station and its team have a commitment to excellence in broadcasting that is reflected in every aspect – from the state-of-the-art equipment used to the talented individuals behind the scenes.

Challenge

PBS Appalachia is also the first TV network affiliate in the nation to be located within a casino. Built inside the Hard Rock Hotel and Casino in Bristol, Virginia, and featuring a 46ft glass public viewing window, PBS Appalachia needed a showcase direct view LED wall for the studio that matched their vision for the very best.

The team turned to experienced broadcast trio, Digital Video Group (DVG), FX Design Group, and PPDS to deliver a seamless digital solution that would provide viewers with a truly immersive and unforgettable viewing experience.

Solution

Designed for 24/7 use and capable of presenting content in resolutions beyond 8K, Philips Unite LED 6000 Series was the outstanding choice to bring the PBS Appalachia management team's studio ambitions to life.

Installed in under one week and ahead of the studio's debut broadcast in its new home, the giant, custom designed and mounted, curved Philips dvLED wall delivers unrivalled flexibility

“

This state-of-the-art new studio deserved a stunning LED wall and we selected Philips Unite LED 6000 Series was selected as the standout choice.”

Chris Ward, Digital Video Group

and performance. Featuring a 1.5mm pixel pitch, it shows crystal clear content to the smallest detail – including lettering and numbers – together with outstanding colour accuracy, to support any type of content being presented.

As the world's first all-digital public media station, the Philips dvLED wall, together with an array of Philips Signage 3000 Series (Q-Line) and 4000 Series (D-Line) displays, play an integral role for viewers across all form of media, including those present and presenting in the studio, those watching from home on their TVs, online, and via the station's mobile app, plus those viewing behind the public viewing window.

Benefits

Crystal clear broadcast performance: The Philips Unite LED 6000 Series delivers superior depths of black, white and colours, matched by the clearest, crispest resolution.

Designed for 24/7 use: Ideal for use in a bustling all-digital broadcast studio, positioned behind TV presenters or used during weather forecasts and special news reports or features.

Versatile 16:9 panels: Facilitating fast and efficient installation into the custom designed mounting solution.

Fast facts

Client
PBS Appalachia

Partners
Digital Video Group (DVG),
FX Design Group

Location
Bristol, Virginia,
US

Products
Philips Unite LED 6000 Series
1.5mm pixel pitch,
75" Philips Signage 3000 Series,
65" Philips Signage 3000 Series,
86" Philips Signage 3000 Series,
55" Philips Signage 4000 Series,
86" Philips Signage 4000 Series

Project
Spectacular 28ft
Philips dvLED wall
goes live inside state-
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