



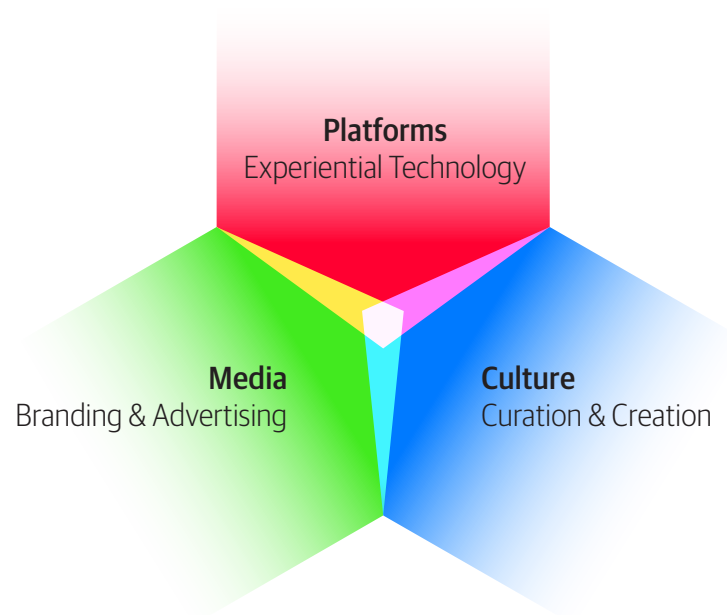
# Inspiring Memorable Experiences

StandardVision's mission is to foster an emotional connection between viewers, brands, artists and architecture.

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## Overview

StandardVision is the leading creator of experiential architecturally-integrated LED digital media solutions. StandardVision's competency in the areas of technology, creative and advertising solutions bring built environments to life across the globe, establishing new forms of monumental public art while generating significant new revenue streams for real estate developers and owners.



## Platforms

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StandardVision integrates digital displays with the built environment, transforming places previously defined by static building materials into dynamic technology platforms that offer people an immersive experience with architecture.

## Media

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StandardVision has the tools and expertise necessary to produce location-specific messaging, which fosters a deeper emotional connection between viewers and brands. Through the compelling integration of advertising and art, StandardVision drives increased brand impressions and maximizes the experiential and commercial value of modern digital display platforms.

## Culture

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Art is created by individuals, not companies. StandardVision inspires its audiences with art created by international artists and global influencers to create modern day canvases that are rooted in a city and reflect its unique personality. Suitable for any media display, StandardVision's extensive art collection is comprised of the most visually-expressive original and curated art, enhancing the aesthetic of architecture with content in resolutions as high as 60K.





# The new mixed digital mall platform

## Hong Kong Plaza

Placemaking in commercial development is often challenged by opposing signage strategies. Are visitors drawn in by distinct anchor tenant signs, or unified large-scale branding statements? By insisting that the platform of the future must be equally unique and unified, StandardVision delivered on both paradigms in the Hong Kong Plaza media platform, developing an elegant and transformative approach that enhances the unique identity of multiple brands within a cohesive digital experience.





## Platform

Custom multi-pixel video nodes integrated on a spandrel glazing (back-painted) unit to create a glossy ribbon media canvas.

## Media

Activation of a unified plaza activation that supports the individual identity of key luxury brands.

## Culture

Smooth, ambient content reflects the elegance of the plaza's anchor tenants.



Result	Media Facade, Curtain Wall
Dimensions	10,000 sq m / 107,639 sq ft
Content	Live Action, Generative, Animation, Advertising
Product	SV Diamond



# Reclaimed land uncovers inspirational dreams

## City of Dreams

City of Dreams was the first large development project on the reclaimed land of Cotai Island in Macau. Drawing inspiration from those aquatic origins, StandardVision imagined a beautiful contradiction: a digital skin of epic proportions that is tranquil at heart. Synchronizing custom 360-degree content across multiple buildings, StandardVision reimagined the typical RGB accent lighting used in Hong Kong and Macau to develop a seamless platform that evokes the colossal power of life underwater and above.





## Platform

A flexible LED node and fin design that allows seamless content and consistent mounting across four varied tower designs.

## Media

Allow distinct identity and branding for each tower within a cohesive vision.

## Culture

360 seamless immersive worlds were created by three teams of StandardVision artists focused on water, fire and cosmos elements as dream abstractions. The content has been continuously used for the past ten years as the signature brand for the project.



Result	Narrative Lighting, Media Facade, New Construction
Dimensions	50,000 sq m / 583,195 sq ft
Content	Generative
Product	SV Replicant



# The revival of cities— Bringing new life and purpose to old buildings



TAMAN ANGGREK

## Taman Anggrek Mall

For many projects, digital media platforms are viewed as mere luxury, for Taman Anggrek the result was positively transformational. After losing tenants and market share to more modern shopping centers, the 20-year old Taman Anggrek mall was in need of a revival. StandardVision proposed a massive new digital skin that reinvigorated the project at a fraction of the cost of a more traditional modernization. Relying on it's Guinness Book of World Record size, unique media panel texture, and a sophisticated gallery of custom public artwork, Taman Anggrek has since reestablished and amplified its place as a landmark urban destination.





## Platform

At 340 meters long, the Taman Anggrek Mall display is the longest media display in the world. It utilizes mixed-resolution and unique angled panels for enhanced lighting effects.

## Media

Revitalization of an existing mall that attracted tenants and visitors back while providing a unique landmark on the skyline.

## Culture

26 artist from around the world participated in creating a large public digital art museum.



Result	Narrative Lighting, Media Facade, Retrofit
Dimensions	366 m long / 1,200 ft long, 8,675 sq m / 90,000 sq ft
Content	Live Action, Generative, Animation, Advertising
Product	SV Exterior Blade, high and medium resolution configurations



# Retool and enhance the experience

## Beirut Cinemacity

How can experiential media compliment and enhance a groundbreaking entertainment center? When visitors' senses are already adrenalized by the latest digital 4K IMAX technology, going big in an unconventional way proved extremely valuable for this regional destination. By developing a panel structure that mimics the adjacent ceiling tiles, StandardVision created a 300 square meter 8K integrated digital 'skylight' vault capable of disappearing then rematerialize to dramatic effect. Utilizing 8K resolution—four times more than the actual IMAX theatres themselves—the massive display provided a unique opportunity for immersive visuals and bespoke sound design which transport visitors to some of the planet's most remote corners at an unprecedented definition.





## Platform

Multiple synchronized media displays including an immersive 300 square meter vaulted ceiling with 8K content and surround sound and projection hallway with 38K content.

## Media

Sponsorship models allow for subliminal advertising and art creation.


## Culture

Emotion driven experiences are the most memorable moments of life. Custom audio and video content with extreme resolution display allows for the ultimate sensorial jolt and enhancement.



Result	Immersive Environments, New Construction
Dimensions	750 sq m / 8,073 sq ft
Content	Live Action, Generative, Animation
Product	SV Large Video Display, SV Projection System





Digital is everywhere—  
To stay relevant, you need to  
engage the audience

## Courtyard Marriott at LA Live

At 3,700 sq ft, the Marriott display is the largest full-motion architectural media channel in Los Angeles. Featuring continuous art programming that is produced and curated in-house, the display and building accent lighting were designed, fabricated and installed by StandardVision as a dynamic platform for urban public art and media. Bringing together both emerging and established artists with the commercial foundation of visionary world-class has allowed the Marriott LA Live platform to become the most profitable digital media display in Los Angeles.





## Platform

Transparent exterior media display and integrated lighting fins provide high resolution content from the street, and a view through the screen from hotel rooms behind.

## Media

Sales and management of the highest-grossing media display in Los Angeles.

## Culture

Curated art content and digital artist showcase.



Result	Media Facade, Narrative Lighting
Dimensions	360 sq m / 3,700 sq ft
Content	Live Action, Generative, Animation, Photography, Advertising
Product	SV Exterior Blade Module, SV Replicant



# Responsive art— Placing tech inside tech

## Qualcomm Headquarters

Creating a bespoke video art platform at one of the world's most innovative and important technology companies in the world. The installation at Qualcomm headquarters in San Diego, California is a dual-sided 800-square-foot transparent screen that displays continuous, real-time effects on scrolling text created by renowned artist Jenny Holzer. StandardVision worked closely with Holzer and her studio on the technological aspects of the installation, and using TouchDesigner software developed an innovative generative animated text engine with over 50 interactive effects.





## Platform

Fully bespoke transparent media display which seamlessly mounts behind and between glazing units, allowing for both front and rear viewing.

## Media

Strategic integration of media platform with proprietary Qualcomm technology.

## Culture

Coordination with world renowned video artist Jenny Holzer.



Result	Media Facade, Narrative Lighting
Dimensions	22.9 m long / 75 ft long
Content	Generative, Interactive
Product	SV Interior Ultra-Thin Blade





Art finds new meaning  
in unexpected locations

## Hamad International Airport

When renowned artist Bill Viola was looking for a superior digital platform for his upcoming work at the new Hamad International Airport in Doha, he turned to StandardVision to develop the massive public art canvas. In addition to detailed coordination with the project architecture, the platform also required advancements in display hardware and content broadcast strategy to retain all the subtle complexity required by the artist, allowing his piece to exist in the space between reality and phantasm.





## Platform

High resolution display and supporting structure ensures precise pixel tolerance across long spanning structure with tight weight restrictions.


## Culture

Video art pioneer Bill Viola's media installation at the New Doha International Airport titled "Crossroads" spans over 25 meters long and serves as a monumental homage to Doha's role as the crossroads of several ancient empires. StandardVision consulted with Viola on all aspects of the project to ensure optimal visual experience.



Result	Media Facade
Dimensions	129.27 sq m / 1,389.36 sq ft
Content	Live Action
Product	SV Interior Matrix Tile



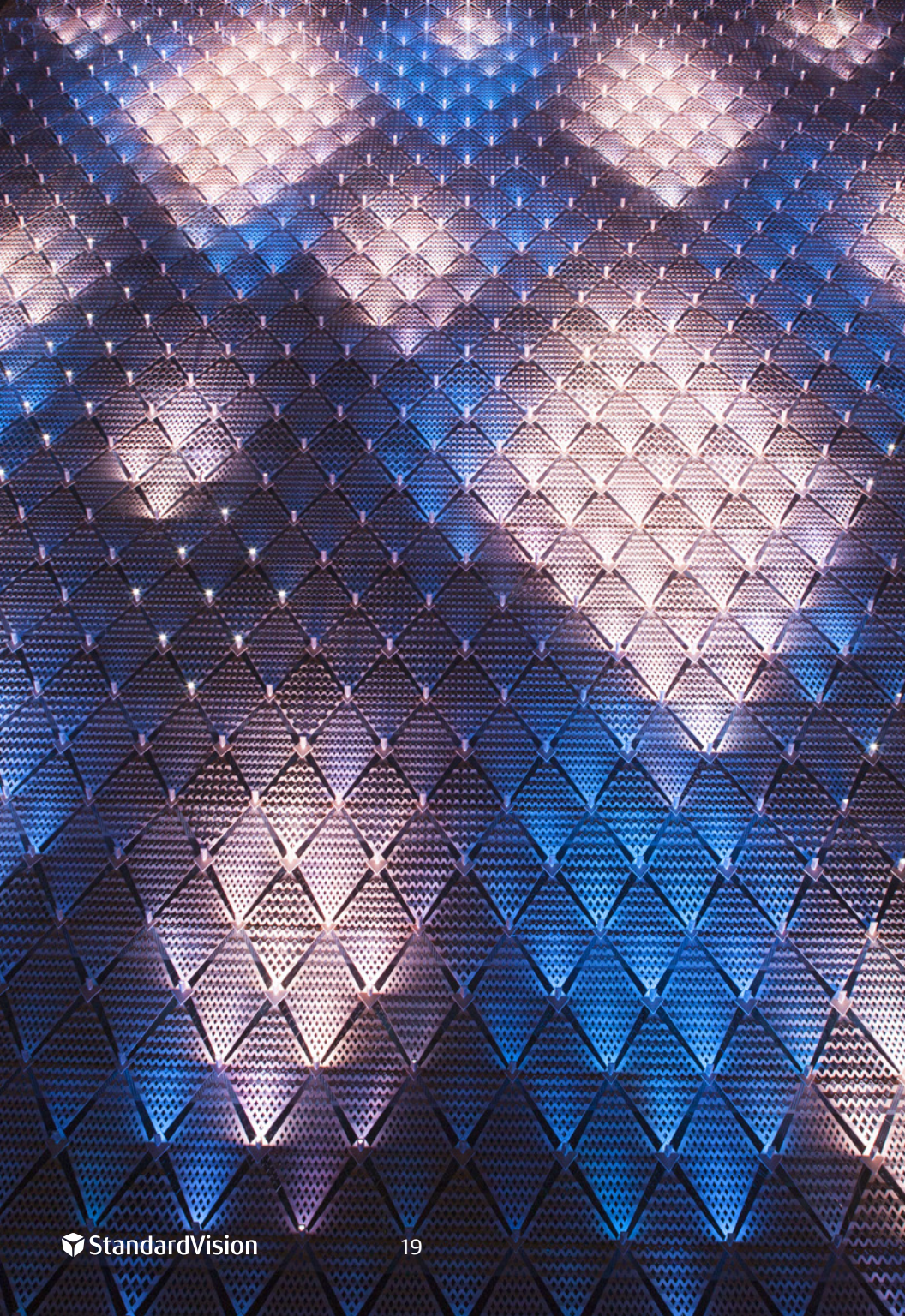


# Climate change is the critical issue of our time

## ITCC Campus

StandardVision was tasked with developing the next technological wonder; a continuous, seamless media facade spread across four 22-story towers that each use less energy than a typical house. Success was achieved by utilizing high efficiency LEDs and a robust DC power system that minimizes wasted energy while maximizing visual effect. Where the project was previously considering standard uplights and how to hide them, StandardVision's Volumetric Projector became an array of jeweled pixels that highlight the facade with custom optics on four discrete pixels. And in comparison to the vast energy expense of creating a direct-view facade display, the indirect projection lights offer a surprisingly dynamic platform for narrative effects.





## Platform

A diverse array of super efficient LED fixtures and media solutions synchronized across a massive mixed-use development which features four towers that utilize the uniquely designed and efficient SV Volumetric Projector.

## Culture

Impress and innovate with the smallest carbon footprint possible.

SAUDI ARABIA

Riyadh

Result	Narrative Lighting, Media Facade New Construction
Dimensions	79,200 sq m / 852,501 sq ft
Content	Generative, Animation
Product	SV Volumetric Projector



A nighttime photograph of a city skyline, featuring several tall skyscrapers with illuminated windows and facades. The sky is dark blue, and the city lights create a vibrant contrast. The Wilshire Grand Center Tower is the central focus, with its distinctive curved top and illuminated facade. Other buildings in the background are also lit up, creating a dense urban scene.

# The future belongs to integrated media technologies

## Wilshire Grand Center Tower

For more than a century lights and signage were considered an add-ons to the construction process. StandardVision developed a technological process of modularizing the digital platform and embedding it in unitized panels before they are installed on the building. High resolution lighting segments were fabricated in more than eighty different sizes in order to perfectly fit every size panel installed on the parametric envelope of the Wilshire Grand Center Tower.





Treating light as  
a building material

### Wilshire Grand Center Courtyard

High resolution media displays are generally solid objects covering areas behind the display. StandardVision has patent methods of creating high resolution large transparent media displays. The Wilshire Grand Center Courtyard display screen boasts ultra HD resolution with a transparency of over 77%.





## Platform

Three modular, transparent media display systems, including 80+ standardized fixture lengths that achieve high precision integration on parametric curtain wall panels.

## Media

Wilshire Grand Center's high-resolution rooftop display rotates between multiple tenant identities and is capable of producing photo-realistic imagery with StandardVision's lighting control application.

## Culture

The full video color spectrum narrative lighting woven throughout the entire structure is visible for miles around Los Angeles and is programmable on demand for an infinite variety of custom color choreographies in support of special sporting events, holidays and newsworthy acknowledgments.



Result	Media Facade, Narrative Lighting, New Construction
Dimensions	6,264 sq ft (courtyard display), 4,400 sq ft (rooftop display), 13,800 linear ft (tower lighting)
Content	Animation, Advertising, Live Action
Product	SV Interior Ultra-Thin Blade, SV Blade FXL, SV Replicant



A photograph of the Metropolis Convergence LA building at night. The building features a large, illuminated digital display on its facade showing a dynamic, blue, and white abstract pattern resembling water or energy. The building's architecture is modern with large glass windows and a concrete structure. The entrance is brightly lit, and the address '889' is visible above the glass doors. A car is blurred in the foreground, suggesting motion. The sky is dark blue, indicating twilight.

Responsive art  
driven by data sets

## Metropolis Convergence LA

Harnessing real-time data, the Convergence LA display is a revolutionary new form of public art using generative content to create a constantly changing cinematic narrative of Los Angeles. StandardVision consulted with artists Susan Narduli and Rafik Anadol to create a high resolution media platform that could keep up with the data used from eight individual APIs.





## Platform

Exterior media display that achieves 50% transparency required for natural parking garage ventilation, and utilizes an innovative 380vDC power system.

## Culture

Coordination with acclaimed video artists Refik Anadol and Susan Narduli in the creation of a unique generative public artwork, which satisfied the City of Los Angeles' 1% art development requirement.



Result	Media Facade
Dimensions	185.928 sq m / 2,000 sq ft
Content	Rafik Anadol, Susan Narduli, Animation, Generative
Product	SV Exterior Blade