

Australian Stock Exchange

Clarity puts automated trading on display

“Clarity displays not only allow people to update information instantly, but also to broadcast or receive the same information in multiple locations worldwide.”

Neil Beaumont
Director, ASX

The Australian Stock Exchange Limited (ASX) was formed in 1987 when the Australian Parliament legislated the amalgamation of six independent stock exchanges that formerly operated in the state capital cities. ASX operates Australia's primary national stock exchange for equities, derivatives and fixed interest securities and facilitates capital raisings for unlisted companies using advanced computer systems for trading, settlement and issuer/investor matching that provide nationwide market access.

As part of its commitment to use comprehensive, high-quality information technology systems, ASX recently unveiled the high-tech centerpiece of its new location—a 250 square foot digital wall incorporating Clarity digital displays. “With an automated trading floor, the ASX needed a focal point that the public could recognize and relate to the stock market,” said Neil Beaumont, director of ASX. “The digital wall provides us with that and gives the growing number of Australian stockholders the information they desire.”

The Clarity digital wall displays live information on international, commodity, fixed interest and derivative markets from a number of different sources, including Reuters® and Bloomberg®. The information is received through a total of 22 satellite, local area network (LAN), video and computer feeds, and is presented on a variety of matrix display sizes.



clarity
visual systems

Clarity digital displays demonstrate excellent quality and compatibility

"Australian stock market data is provided by a live feed from our automatic trading system," said Beaumont. "The quality of the picture reproduction is superior, particularly for the size of digital wall we require, and the lines between the screens are practically invisible."



The solution

The ASX digital wall consists of:

- 28 Tiger (WN-5240-S) 52" displays with Digital Light Processing™ (DLP) technology
- Seven Imtech UltraMAX™ high definition data processors
- Video, graphic and data content received via satellite, LAN and direct feeds

The project team included:

- Peter Blackmore, design
- BRE Australia, installation
- Image Design Technologies Australia, system reseller
- Imtech Corporation, processor partner

The ASX digital wall consists of 28 Clarity Tiger (WN-5240-S) displays featuring ultra-thin mullions, which leave just a 1.5 mm space between images on adjacent displays, and uses seven Imtech UltraMAX™ high definition data processors. The digital wall replaced a monochrome LED display that ASX used at its previous location on Bond Street.

"The Australian Stock Exchange is in the forefront of technology," said Beaumont. "Clarity displays not only allow people to update information instantly, but also to broadcast or receive the same information in multiple locations worldwide. It is, therefore, highly compatible with the visual display needs of exchanges and other financial institutions."



Clarity Visual Systems is a registered trademark of Clarity Visual Systems, Inc. SignSuite is a trademark of Clarity Visual Systems, Inc. Digital Light Processing and DLP are trademarks of Texas Instruments, Inc. All other trade and service marks are the property of their holders. Copyright © 2000 Clarity Visual Systems, Inc. All rights reserved. This document may not be copied in any form without written permission from Clarity Visual Systems, Inc. Information in this document is subject to change without notice.

Clarity Visual Systems, Incorporated
9025 S.W. Hillman Court, Suite 3122
Wilsonville, Oregon, 97070, USA
Phone: 503-570-0700
Fax: 503-682-9441
<http://www.clarityvisual.com>

