

Reuters

State-of-the-art café delivers breaking news to financial professionals

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Matt Hassock
Technical Manager
Reuters Marketing Communications

For 150 years, Reuters has been the world's leading provider of information to traditional news agencies, newspaper, television, and radio stations and has maintained a history of technological innovation with a reputation for speed, accuracy and impartiality. With 2,260 journalists, photographers and camera operators in 216 bureaus across the globe, the company's text production alone totals more than eight million words a day in 26 languages.



Now the company is using a Digital Visual Messaging (DVM) system from Clarity to display up-to-the-minute news from around the world in its new Reuters Refresh café, a juice and information bar adjacent to its Fleet Street headquarters in London's financial district. The award-winning Information Travelator display is the centerpiece of the modern Internet café and is helping Reuters build consumer awareness of its brand.

“We wanted Reuters Refresh café to reflect the wide variety of things we're doing in a visually stunning way,” says Matt Hassock, technical manager of Reuters Marketing Communications. “The Clarity displays do a stellar job of representing the information that we are disseminating throughout the world.”

Wildcat displays produce a bright, seamless visual presentation

The Information Travelator consists of a banner of eight Clarity Wildcat 40" digital displays above the juice bar and a stack of six Wildcat units that form a cascading photo waterfall. The eye-catching system displays the latest pictures and headlines from Reuters journalists around the world as well as a looped movie abstract of London attractions.

“We chose Clarity because the Wildcat displays create a seamless look across multiple units in a banner or tower,” said Hassock. “We were also very impressed with the brightness of the displays. Taking advantage

clarity
visual systems

of different screen faces for high brightness on horizontal and a wide viewing angle on verticals – a feature not known to us until the demo – made quite a difference. They were outstandingly bright, clear and offered the right sort of resolution.”

“The performance of the displays also allows us to transfer a video signal from our large Prism system located 100 meters away,” said Hassock. The displays are connected to a video matrix switch that can easily show up to 24 different sources of information including television, Microsoft PowerPoint® files or Internet content. “It’s easily adaptable which means we can use the space to show off Reuters’ capabilities while also making the space amenable to information meetings and presentations,” explained Hassock.



The award-winning design draws attention

The DVM system was awarded the top prize in the *2002 Design Week Awards* in the TV/Film and Video Graphics category. The judges praised the unique display saying, “one of the interesting things about the project is that it brings digital technology off the desktop and into the wider working and leisure environments – a move we can expect to see more of by digital artists.”

The solution

The Reuters Information Travelator display consists of:

- Fourteen Clarity Wildcat (WN-4030-S) 40" digital displays with Advanced Performance Liquid Crystal Display (AP/LCD™) technology
- Matrix switcher
- Remote cube control
- Reuters content provided via high-resolution data, video and television feeds

Although Reuters is focused on meeting the needs of financial professionals in nearby investment banking firms, casual passersby often are attracted by the visual images. The system is also used for private evening gatherings and product demonstrations for special invitation audiences.



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