



# Press Center for Sochi 2014 Winter Olympics games, Russia

**INAVATION**  
AWARDS 2015  
PROJECT WINNER

## Project Information

**Industry:** Media

**Project type:** Press Center

**Integrator:** Polymedia JSC

**Software:** Polywall Pro

**Hardware:** Matrox

**Year:** 2014

**Customer:** Omega Center JSC

**Location:** Sochi, Russian Federation

Olympic Games is a major sports event. For sixteen days, the world public attention is focused on the competitions and a global audience closely follows its coverage. A huge number of broadcasters and journalists are under pressure to deliver high quality reports of the fast-paced proceedings.

In 2014 for the Sochi Olympic Games have been accredited 2731 press representatives from 865 media from the entire world.

To ensure their work was established Press Center zone. It included:

- Press working room with 500 work seats
- Photographer working room with 100 work seats
- 4 press conferences halls with 465 / 220 / 140 / 50 seats

Polywall software was installed on all video walls, running in the press zone well as in a digital signage system.

## Video wall system

Video walls and display panels were installed in each of the four conference halls. Two video walls in a three-by-three configuration were deployed for Pushkin hall - the largest meeting space.

Two medium scaled press conference halls - Dostoyevsky and Tolstoy rooms – were both equipped with 2 video walls each, in a two-by-two arrangement. Supported by two repeater panels they assured.

Four Panasonic video walls - in two-by-two arrangements - were deployed throughout a number of conference halls set up in the Press Centre hotel.

## Digital signage system

In the entrance area of the Main Press Center Polywall ensured the smooth operation of multiple video wall displays, combined into Digital Signage systems for the broadcast of competition schedule, videos, announcements, news and other multimedia content.

Four large 2x2 video walls and a number of standalone displays installed throughout the entrance zone were important for the coordination of journalists' work.

