

# Newsletter Oktober 2008

## UNICOL

Designer and manufacturer - 45years in the business:

Wall mounts, ceiling suspension mount systems, trolleys and stands for Flat screen TV, projector and video conferencing devices. Bespoke mounting solutions for every application within the AV Industry.

### Key Features:

Safety is our major consideration and we will not compromise on materials or designs that we believe are unsafe. As far as we are aware, in 45 years, we have never had a structural failure. Although providing Universal mounts, we also make bespoke installation friendly systems thus saving time and money. Flexibility in the range, presently standing at 79,000 products, allows parts to be interchanged to provide the complete mounting solution.

### Latest Mounting System:

Adapta-Wall. An easy to install modular video-wall system that comes in vertical sets of 3 or 4 allowing units to be added together to make different size arrays. It has a unique way of allowing individual screens to be swapped-out without having to remove other screens first. Currently in Nike Town, Oxford Street and BBC White City.

NikeTown, Oxford Street, London

Once you have visited Niketown, you cannot help but feel this store is an impressive example of how digital media can really enhance the store layout and plays an integral part in creating a positive perception of impactful retailing today.



NikeTown, Oxford Street,  
London

4x4 installation

Order-Nr:

AW2 (1 vertical set of 2  
mounts)

AW3 (1 vertical set of 3  
mounts)

Mood Media did all the project management, from meeting the architects & designers, to creating the specification, making system recommendations, providing the schematics and arranging the installation. What makes this prestigious account exciting for mood media is the fact it worked with a lot of the UK's leading suppliers to make this happen.

Furthermore, Unicol launched a new system of video wall screen mounting called Adapta-Wall™ in time to use as part of the technical specification of Niketown. This easy to install system provides vertical frames to mount 3 or 4 screens on top of one another. A number of these frames are fixed to a wall or structure to make up the video wall array. Marketing Director, Robert Seward says, "We are delighted Mood Media is the first to install our new Adapta-Wall system in this prominent London store."



BBC London

free standing video wall  
4x3 installation

Details on request

Finally, the icing on the cake is the superb visual content the Nike Marketing teams organise and display on the impressive video walls and interactive screens. To add to the brand experience, you can also experience sports coverage in real time.



NikeTown, Oxford Street,  
London

3x3 installation

Order-Nr:

AW2 (1 vertical set of 2  
mounts)

AW3 (1 vertical set of 3  
mounts)