

The Grosvenor House Hotel

Video wall brings a sense of the outdoor to Executive Lounge guests



Following a £1.4 million investment, Grosvenor House a JW Marriott hotel, has unveiled its new and exclusive Executive Lounge featuring a state-of-the-art LG video wall.



Inspired by the heritage of Grosvenor House and the proximity of Hyde Park, the central London hotel wanted to create a relaxing environment for guests by incorporating seasonal footage of the nearby park. Working closely with systems integrator Pure AV, a 5x2 media wall was specified, configured of LG's 47" video wall panels displayed in a portrait formation. Boasting a super narrow bezel of just 4.9mm, the media wall offers a virtually seamless finish, providing vivid content that captivates guests.

Lorna O'Neill, Director of Public Relations Grosvenor House, comments:

"Our vision was to create an impressive focal point to the room displaying engaging content and providing a 'wow' factor for visitors as they entered. We looked at a number of solutions but found the In Plane Switching (IPS) panels from LG to be the most reliable and well suited to the environment. Many guests have commented on the vibrancy the media wall gives the Lounge, helping to create that premium experience for our accomplished business and leisure travellers."

Enhanced by LG's IPS panel technology with LED backlights, the 47" video wall panels guarantee high brightness and exceptional colour vitality. The ultra-wide viewing angle of 178° ensures that the clarity and colour reproduction of the video wall offers an immersive viewing experience from any position.

Alan Marshall, Consultant at Pure AV, comments:

"We worked closely with Grosvenor House to specify a solution that met their vision and needs. Due to the long operational hours of the video wall, we needed a solution that could withstand prolonged use without dramatically degrading the image quality. The IPS technology used by LG benefits from a temperature tolerance of up to 110°C, helping to alleviate a common problem of overheating screens, which can cause a loss of picture quality and as such was ideal for this project."