



## **Lightware's Collaboration and Connectivity Solutions Travel the World at Dubai Expo**

### Case Study

Lightware Visual Engineering



Market		Country
Live Shows / Rental & Staging		United Arab Emirates
Lightware Equipment Used in Project		
<a href="#">DP-TPS-TX220</a>	<a href="#">HDMI-TPS-TX96</a>	<a href="#">MX2-8x8-DH-8DPi-A</a>
<a href="#">HDMI20-OPTC-RX220-PRO</a>	<a href="#">MMX8x4-HT400MC</a>	<a href="#">UMX-TPS-TX120</a>
<a href="#">HDMI20-OPTC-TX220-PRO</a>	<a href="#">MMX8x8-HDMI-4K-A</a>	<a href="#">VINX-110AP-HDMI-DEC</a>
<a href="#">HDMI20-OPTJ-RX90</a>	<a href="#">MX2-16x16-DH-8DPi-A-R</a>	<a href="#">VINX-110-HDMI-DEC</a>
<a href="#">HDMI20-OPTJ-TX90</a>	<a href="#">MX2-32x32-HDMI20-A-R</a>	<a href="#">VINX-120AP-HDMI-ENC</a>
<a href="#">HDMI-TPS-RX96</a>	<a href="#">MX2-4x4-HDMI20-CA</a>	<a href="#">VINX-120-HDMI-ENC</a>

Lightware Visual Engineering is showcasing its technologies on a world stage at Dubai Expo 2020. The company's AV-over-IP, networking and collaboration technologies complement the Expo's theme, "Connecting Minds and Creating the Future" with a focus on sustainability, mobility, and opportunity, clearly demonstrating the need for advanced AV solutions in nearly every industry worldwide.

The Dubai Expo began in October 2021 and runs through March 31, 2022. Lightware solutions are highlighted in more than 20 country and partner pavilions at the Expo, including Hungary, Lebanon, DP World, Emirates National Oil Company (ENOC), United States of America, Austria, Palestine and many more.



**“Two years of not being able to gather and share our collective knowledge has shown the world how important this event is to the advancement of global innovation and collaboration,”** said Gergely Vida, CEO and Founder at Lightware Visual Engineering. **“Having the Dubai Expo return to a live in-person format benefits everyone and it's a perfect showcase for the worldwide relevance of AV and network-ing technologies. We're proud Lightware was able to play such a prominent role in helping to showcase some of the most amazing cultures and modern technologies from across the globe.”**

Featuring the Lightware technologies on such a broad scale at Dubai Expo 2020 required the extraordinary efforts of 15 Lightware offices across the world. The devices have been in constant use without any incidents since the Expo began more than five months ago, proving their reliability and ability to perform at a high level over time.

Creative Technology Middle East ([www.ctme.co](http://www.ctme.co)), a partner for Lightware in both Live Events and System Integration, deployed Lightware on various pavilions at Expo2020 (DP World, Emirates National Oil Company & USA) as well as the live Jubilee and the DMA stages.



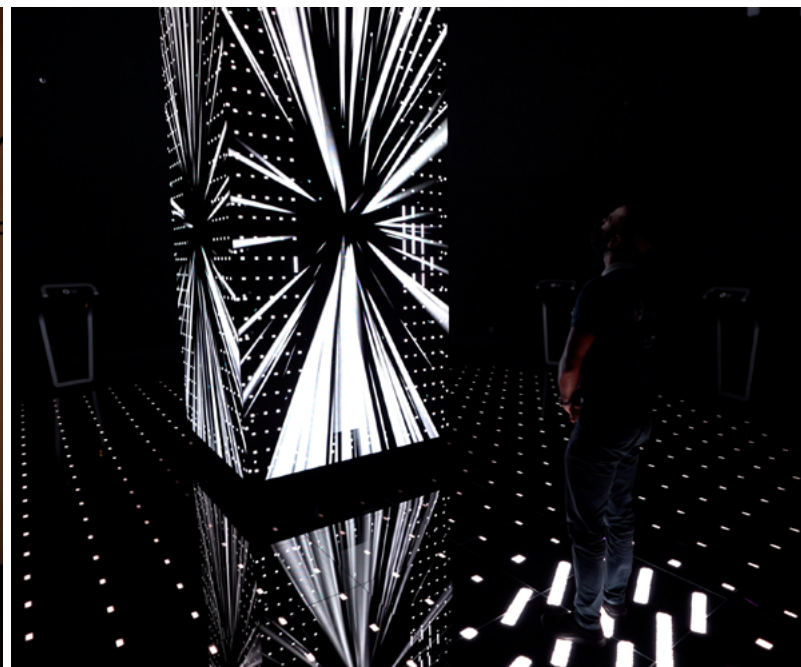
Andrew Nu, in his capacity as Business Development System Integration for CTME explains why they chose Lightware products at first place:

“We use Lightware because their product portfolio is wide ranging which helps us solve our system design requirements” adding that “Lightware devices fulfilled their natural role, that is to deliver signals seamlessly and reliably.”

According to Andrew, the ENOC pavilion was a prime example of what benefits Lightware can provide through its local presence. In the world of AV integration, decisions and design adjustments happen fast, hence having a dedicated local office to provide the right devices to accommodate these immediate demands were crucial, as well as having reliable and fast technical support from Lightware's HQ.



The Lightware products on display range from traditional AV devices, such as matrices, to the most modern AV-over-IP solutions, including the UBEX series. The award-winning UBEX 10G AV-over-IP system now includes a double-scaling feature that halves the number of endpoints needed for videowalls and allows the UBEX system to function as a single device for this purpose as well as single mode that proved to be very useful for this particular application.

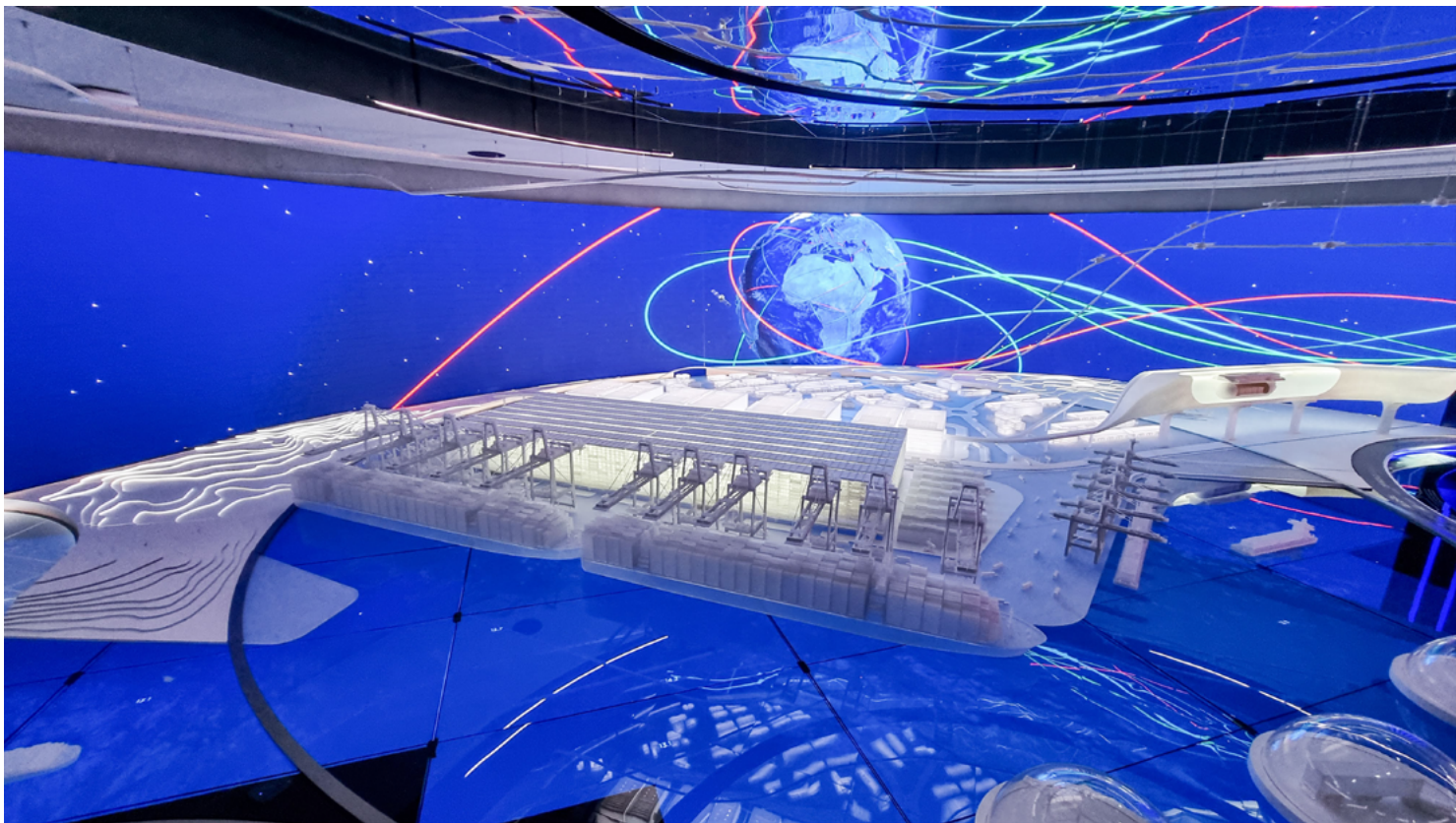


This capability, combined with its transceiver (TRX = simultaneously receive and transmit signals) capabilities and zero latency make it a perfect fit for live events, eSport arenas and more.

Also for the ENOC pavilion, these devices were chosen to transmit uncompressed 4K signals. Two sets of UBEX AV-over-IP delivered all the technical requirements and also brought great flexibility into designing the final system.

In the DP World pavilion, a Lightware HDMI 2.0 matrix with 16x16 crosspoint size has been added as the project called for a matrix to link together the network of 1G VINX AV-over-IP endpoints with local 4K sources. These sources are split to the LED video wall processor and to the live streaming processor used to broadcast the events.

Practically, it was acting as a massive distribution amplifier (DA) to split the source signals between the venue's main LED display and allowing a different mix to be streamed. Besides the matrix, the network of more than fifty VINX devices provided the backbone for transferring signals around this large-scale venue in a mixture of use from screens to podium laptops and other sources.



Across the Expo's various pavilions, many exhibitors highlighted LED and 4K screens, ideal for use with Lightware devices which are optimized for these types of technologies.

During this year's Dubai expo, Lightware Visual Engineering once again proved that its devices and technologies can seamlessly power large-scale venues with all their AV needs and provide inspiration for system designers to expand their horizons.

For more information on Lightware technologies, visit [www.lightware.com](http://www.lightware.com) or follow them on social media.

