

Hippotizer Media Servers fashion hi-res garment videos at Printwear & Promotion LIVE



Birmingham, UK – This year's vibrant, dynamic and interactive Printwear & Promotion LIVE! event landed at Birmingham NEC in February with an AV solution by JLL that featured hi-res LED video displays driven by tvONE's Green Hippo brand of Hippotizer Media Servers.

The event showcased all that's new in garment decoration and attracted more than 100 suppliers, including the AWDIs portfolio of brands. On the AWDIs stand, JLL delivered design, equipment, and operational support, constructing a Lynx Pro Audio sound system and three large 6m x 4m LED video displays, with Green Hippo's flagship Hippotizer Tierra+ MK2 Media Servers at its core.



“The high-performance hardware of the Tierra+ MK2 Media Servers was ideal for the large-scale, high-resolution output required for the 6m x 4m screens, offering reliability and advanced video processing capabilities,” says Rick Skelton, Senior Project Manager at JLL.

The three synchronized LED displays were set up to form a continuous, high-resolution visual canvas that ran throughout the three-day show. “We used Hippotizer’s advanced control systems for seamless video playback, ensuring synchronization and fluid transitions between visuals,” Skelton continues. “Content was expertly transposed to the Hippotizer Media Servers, enabling us to map and manipulate the visuals directly onto the screens with precision. The main challenges were ensuring flawless synchronization across large screens and managing high-resolution content in real-time. Hippotizer Media Servers were instrumental in overcoming these challenges, providing reliable, high-performance processing and intuitive control over complex visual setups.”

The JLL crew handled everything from setup to real-time operation of the entire AV system, with vivid, brightly coloured garment and fashion modelling content displayed on the LED screens. “The reaction was overwhelmingly positive, with visitors and the client both impressed by the visual impact and technical prowess of the display,” adds Skelton.



Featuring 4 unlimited DP outputs, the Tierra+ MK2 Media Server offers 8K and 4K @60fps playback, 39,816 Notchmarks and Dual 10GB included as standard, making it the most powerful Media Server in the Hippotizer range.

More than 5,000 garment industry professionals attended the event, where product launches across embroidery, screen printing, transfer printing and direct to garment printing were shown. JLL's client was Exact Associates, for AWDIs.

