



Digital Displays Creating New Artistic Opportunities

Incorporating digital displays into art installations is promising to reshape the way museums and art galleries create visual experiences.

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CASE STUDY

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The players

Founded in 2000, Litemax has enjoyed a strong reputation for expertise in sunlight readable, high brightness industrial displays, but there is so much more the company offers. Through resizing, customizations and industrial computing, Litemax raises the standards of industrial-grade displays, digital signage applications and embedded computing to enable intelligent vertical market platforms around the world.

Since its creation in 1963, value-added reseller Equipements Scientifiques (ES) has rigorously selected the best manufacturers for its market in France and the French-speaking region, according to the following key factors: price-quality ratio, innovative technology, quality certification and niche products. With more than 35 sales representatives in the field, ES is at the forefront of identifying and understanding all the developments and novelties of the French and Francophone market in a variety of sectors

Positioned between the worlds of business and culture, Paris-based Manifesto acts as a consulting agency, a cultural entrepreneur and a cultural producer. Manifesto recently opened POUISH, an incubator for artists dedicated to contemporary creation. POUISH provides workshops for these artists at affordable prices, encouraging them to stay in the Greater Paris area, and supports them in their development with dedicated services.

The Challenge

Artists have previously opted for a traditional approach to their work, but traditional techniques tend to be dull and aren't interactive, meaning they are unable to incorporate dynamic content and instant messages using those techniques. Artists are gradually finding that using digital displays in their work is helping to create a pathway to reach new customers. Digital interactive media art combines art and media production to create immersive and interactive digital environments.

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A digital signage system can be used to bring out the immersive experience and dynamic content for artwork and NFT collections to better connect with customers, but such systems can be costly to operate. Artists have been searching for an integrated solution combining an LCD display and a computer that could save users from high maintenance display costs for art galleries or exhibitions.

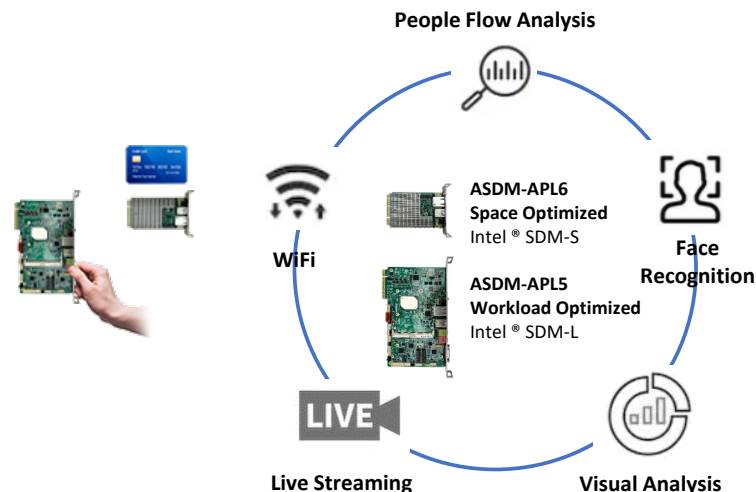
The Solution

To create a piece that would initially be displayed at the Paris artist incubator POUISH Manifesto, artists chose a solution developed by Taipei, Taiwan-based technology provider Litemax. The solution is available in France via value-added reseller Equipements Scientifiques (ES). Litemax’s SCS2365 is an all-in-one solution combining the Intel® Smart Display Module (Intel® SDM), a scalable, future-proofed plug-and-play solution, with a 32-inch round LCD display with RGB LED lights. The integration of displays and plug-in computing capabilities delivers feature-rich functions while being easy to repair and upgrade. In addition to providing an immersive environment, the SCS2365 enhances the experience of visitors since they are more interactive and constantly changing.

Support Smart Display Modules:

ASDM-APL6 (Intel®SDM-S) and APL5 (Intel®SDM-L)

High-speed PCIe edge connector which supports 4K resolution displays and video capture and has built-in USB 3.0, HDMI 1.4, DisplayPort 1.2, Serial TX/RX and I2C interface.



CASE STUDY

The Results

Artists employed Litemax's SCS2365 solution to create a piece named Ein Sof, which can be translated as "infinite," or literally "without end." The piece consists of photogrammetric scanned assets inside a 3D environment in an infinite loop. It was initially shown at POUISH Manifesto in Paris in February 2022 and was later shown at the Drawing Now Art Fair, also in Paris.

Ein Sof serves as a response to the transition of traditional painting to the digital art age and paves the way for art NFTs. Not only does Litemax's SCS2365 solution serve to provide a new avenue of expression, it helps increase viewer interest and offers a more varied artistic expression while reducing costs and saving space for museums and art galleries.

Litemax' SCS2365 Circle Smart Display Module Ready Solution by Intel®



- 23.6" TFT LCD, 1000nits LED Backlight, 1920x1920, Circle Display, PCAP Touch, SDM
- 23.6" Circle Integrated Display
- High Brightness 1000nits
- Aspect ratio 1:1
- Programmable Pattern RGB Circle Lighting
- Support Intel® SDM-S/SDM-L
- Wireless charge
- Wifi Support

ABOUT THE SPONSOR:

Founded in 2000, Litemax has enjoyed a strong reputation for expertise in high-brightness LCDs, sunlight-readable LCDs, resizing LCDs, industrial motherboards, embedded systems, edge computing and panel PCs. There is so much more that we offer. Through advanced computing capacity and customizations service, we raise the standards of industrial-grade displays, digital signage applications and embedded computing to enable intelligent vertical market platforms around the world. From powering the devices in your surroundings and the machines you depend on, we create value for our customers, shareholders and ecosystem, with one ultimate goal: engineering excellence in everything we do. Our technology and innovation can be found in our high-performing, ultra-efficient solutions for transportation, digital signage, smart automation, gaming, and AIoT/Industry 4.0.

