megapixel®

Transforming Corporate Storytelling

Contents

About Megapixel

Megapixel is the foremost authority in cutting-edge professional display technology and video processing for premium brands, visionary creatives, and design-led homes. Founded by Jeremy Hochman and Keith Harrison, our team of engineers and designers consistently delivers unique and breakthrough LED solutions to market. We help our clients bring bold ideas to life in ways that inspire a sense of wonder and make the seemingly impossible possible. With over 300 patents and award wins from Live Design, the Emmys, and the Oscars, we continually push the boundaries of digital displays and set new standards for the industry.

We're known for innovation, being a trusted partner, and using our simplified ecosystem to accomplish the world's most ambitious projects.

Project Details

Client: LifeWave

Location: Draper, Utah

Integrator: Original Syndicate

Display Technology Partner: Megapixel

Project: LifeWave Customer Welcome Center

Featured Product: Ventana™

Kit List

The following is a list of the equipment used for this installation:

Control

HELIOS® LED Processing Platform

LED Panels

Ventana XR08

Ventana XR12

Ventana Tile
By Megapixel

1

Immersive Innovation at LifeWave Welcome Center

At the core of LifeWave's innovative Customer Welcome Center in Draper, Utah, is a breakthrough in visual technology: the Megapixel Ventana MicroLED Display. This stunning, high-performance display reimagines the visitor experience, delivering immersive storytelling and breathtaking clarity with every detail — ushering in a new era of engagement and inspiration.

The Welcome Center was developed with the system design and integration experts at Original Syndicate and features Megapixel's Ventana displays as the visual heartbeat of its most immersive zones. Leveraging Ventana's ultra-high resolution, modular design, and architectural versatility, the team created a space where experiential design meets futuristic innovation to deliver an unforgettable visitor experience.

Welcome Center Tunnel
LifeWave

The Time Travel Tunnel — the visual core of the Welcome Center — features Ventana, powered by our HELIOS LED Processing Platform. The tunnel walls are clad in Ventana 0.8mm pixel pitch displays, while a 1.2mm Ventana display spans the ceiling. Together, they immerse guests in a cinematic narrative of LifeWave's journey, from inception to its visionary future.

To simulate windows in a spacecraft, Ventana's proprietary Liquid Black® finish was selected to deliver stunningly deep black levels and brilliant contrast in the galaxy star fields — the gloss finish also contributes to the window-like appearance.

To align the microLED display's color-axis with the narrow viewing path, each Ventana tile was rotated for optimal color. This was easily achieved thanks to the system's magnetic mounts and flexible power/data mesh, which allow any configuration.

"We chose Megapixel's Ventana because of its unmatched image fidelity, modularity, and premium build quality. The screens needed to withstand close viewing distances, blend aesthetically with high-gloss black reflective surfaces, and maintain durability as part of a permanent installation. Ventana delivered on every requirement."

Marcus Bengtsson, CTO of Original Syndicate

Original Syndicate and Megapixel partnered to custom-engineer ceiling-mounted, rotated Ventana tiles, while preserving their visual performance. The space's elongated design and sequential visitor journey presented a unique opportunity: to perfectly align the display's optimal viewing angle with the primary path, ensuring every guest experiences the visual content at its very best.

"This was a technical challenge no one had attempted before and Megapixel was fully invested in making it work."

Marcus Bengtsson, CTO of Original Syndicate

Tunnel Interior
LifeWave

HELIOS seamlessly manages this large-scale deployment, delivering precise control along with sophisticated monitoring and analytics, like pixel error detection and preemptive performance monitoring. Our Cloud and OMNIS (on-prem) monitoring and analytics solutions bring the management of multiple Ventana displays into a single consolidated health map with active alert logging. The result is robust, reliable performance and effortless maintainability across the entire installation.

"Megapixel's deep expertise in display hardware and processing made them the natural choice. Their willingness to innovate, combined with an unwavering commitment to quality, was critical to this project's success."

Marcus Bengtsson, CTO of Original Syndicate

Tunnel Interior
LifeWave

In the Welcome Center's third zone, the focus on Megapixel continues with a massive Ventana 0.8mm display, which presents LifeWave's phototherapy patches in stunning detail. This visual continuity, from the immersive tunnel to product showcases, is deliberate — ensuring color accuracy, sharpness, and an uninterrupted experience throughout.

"By integrating Megapixel displays across multiple environments, we ensured a consistent visual language and premium storytelling platform. The result is a seamless blend of content, hardware, and architecture."

Chris Nyfield, Director of Design at Original Syndicate

From design to deployment, Megapixel's Ventana technology was the driving force propelling the LifeWave Welcome Center from a corporate space to a dynamic experiential venue.
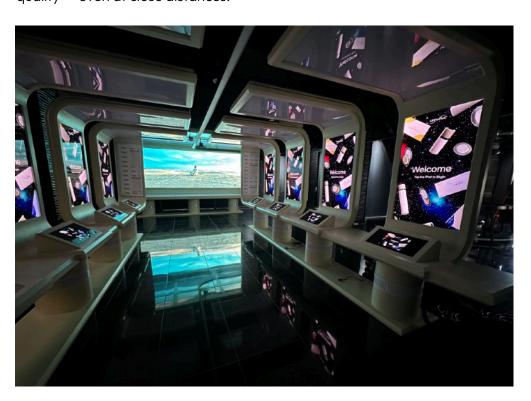
2

Challenge: A Futuristic Vision Requires Cutting-Edge Visuals

LifeWave, a rapidly growing global health and wellness company, sought to create a futuristic, immersive Welcome Center to engage and inspire visitors, primarily brand ambassadors, with an experiential journey through its history, mission, and innovative product line. The visual centerpiece of this space was guided by these requirements:

- Immerse guests in cinematic storytelling
- Support high-resolution content viewable from close distances
- Match a high-gloss, *Star Trek*-inspired aesthetic
- Provide durability for a high-traffic, permanent installation
- Allow for remote monitoring and management

To realize this vision, LifeWave partnered with Original Syndicate, a leading system design and integration firm known for its work in entertainment and live events. Original Syndicate sought an architectural display system that offered flexible, resolution-agnostic configurations and unparalleled visual quality — even at close distances.

Kiosks with Ventana in the Background
LifeWave

3

Solution: Megapixel's Ventana and HELIOS Platform

Original Syndicate selected Ventana, powered by our HELIOS processing platform, as the backbone of the Welcome Center's most visually impactful experiences.
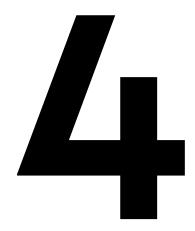
Key Installations

Zone – Time Travel Tunnel

- Large deployment of Megapixel Ventana
- Ventana 0.8mm pixel pitch on the tunnel walls
- Ventana 1.2mm display mounted on the ceiling
- Custom ceiling frame enabled upside-down Ventana tile installation — a first in the industry
- HELIOS processing for pixel-perfect resolution and seamless playback
- Cloud monitoring ensures reliable, long-term operations

Zone – Product Showcase

- A massive Ventana 0.8mm LED wall displays LifeWave's flagship X39 and X49 patches
- Visual consistency across zones using Ventana

Original Syndicate leveraged its real-time 3D visualization workflows to pre-visualize the entire space in photorealistic detail. This allowed LifeWave to understand technology options, budget implications, and design integration before any physical build began.

4

Results: A Seamless Fusion of Design and Display Technology

- An immersive cinematic experience powered by high-resolution, Liquid Black Ventana displays
- Architectural flexibility enabled custom mounting solutions
- Consistent visual language across all zones enhanced brand storytelling
- Future-proofed infrastructure supported by HELIOS remote control and monitoring
- Megapixel recognized Original Syndicate as a preferred integration partner

"Megapixel's Ventana displays delivered on every aspect we needed, including visual quality, reliability, design compatibility, and durability.
The support and innovation they brought to the project made them an ideal technology partner."

Marcus Bengtsson, CTO, Original Syndicate

5

Conclusion

Megapixel's Ventana LED technology, implemented by Original Syndicate, helped transform LifeWave's Welcome Center into an immersive, future-forward experience that blends corporate messaging with cinematic storytelling. This project sets a new standard for experiential design in enterprise environments.

"Original Syndicate's approach to execution and detail was outstanding. We are proud to have them as a preferred partner and excited for what's ahead."

Jeremy Hochman, Founder & CEO, Megapixel