

**Product**

Clarity Matrix  
LCD Video Wall System

**Location**

Doha, Qatar

**Industry**

Corporate

**Application**

Digital Signage

**Partner**

MOSECO Qatar

**Clarity Matrix Video Walls Deliver High-Performance Digital Signage for Doha's Tornado Tower**

# Tornado Tower

Soaring 52 stories high, Tornado Tower is a high-rise office skyscraper located in Doha, Qatar, that gets its name from the distinct, hyperbolic design of the structure. Completed in 2008, the highly-unique building includes flexible commercial space, luxury offices, and a range of amenities including fine dining, a health club, a museum for modern art, and a rooftop helicopter pad.

Plasma screens were originally installed in the building's lobby for digital signage purposes, but tower management identified a need to upgrade to a higher performing and more modern digital technology solution to accommodate the building's evolving demands. Tornado Tower's design team subsequently worked with systems integrator and digital signage solution provider MOSECO Qatar to design and install two curved Clarity<sup>®</sup> Matrix<sup>®</sup> LCD Video Wall Systems (MX55HDU-L) from Leyard and Planar, a Leyard company. Arranged in a 2x8 configuration, the video walls are used for advertising and to show business channel news coverage.



Designed for 24x7 operation, Clarity Matrix video walls provide outstanding tiled visual performance, require minimal installation space and feature 800 nits brightness, LED backlight technology and Full HD resolution—making them ideal for high-impact digital signage applications.

## Off-Board Electronics Enables Seamless Integration

The unique, distributed architecture of the Clarity Matrix was a key benefit with the Tornado Tower application, allowing for power supplies to be consolidated and providing for a simplified installation, according to Abdel Fattah Rabah El Kahlout, managing director of MOSECO Qatar.

“This was one of the main reasons for selecting the Clarity Matrix with this project,” Fattah said. “The distributed design overcomes the challenge of securing power locally and allowed us to off-board the electronics to a location that is more accessible. Importantly, this also removes the need to add a cooling system behind the display.”

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*— Abdel Fattah Rabah El Kahlout,  
Managing Director of MOSECO Qatar*