

Trading Floor

Project Title:	Trading floor
Project Location:	The University of Western Australia
Client:	UWA Business School
Contractor Role:	Audio Visual Design, Installation, Programming & Project Management
Project Status	Complete – Ongoing Service and Maintenance Contract

Detailed Project Description:

Entering the Business School Foyer at the University of Western Australia you can't help notice the 11 Meter Stock Ticker Display showing the current live stock data. I wonder what's behind that opaque glass you might question, let's switch it off and take a look!



WOW! 170 displays showing various live stock data, news feeds and simulations. As you scan the room its abundance of information is surreal right there at your fingertips for you and your fellow 45 participants. Let's Trade!



The facility gives students access to over 400 global markets and more than four million gigabytes of historical market data, from exchanges such as the ASX, NYSE, LSE and the CME, and covering over 35 million financial instruments from stocks, bonds, currencies, commodities and derivatives.

Technology - So what's behind this 170 display monster with its incredible attention to detail?

Six video walls, nine live news feed displays, 84" Interactive Surface hub, 84" confidence monitor, thirty monitors on pods that raise automatically, 50 financial terminals with dual desk displays and twelve control room displays. Step outside and twelve stretched panels producing a ticker canvas of 23040 x 540 displaying live stock data via an enterprise signage solution.

Content is delivered via an IP fibre streaming network which is integrated as part of the client network. Low latency encoders deliver media streams to the majority of the displays which include live stock data, news feeds and simulation content, 15 streams in total.

A simple intuitive interface provides complete control of the environment including displays lifts, lighting, room audio and content display.

From the initial concept in 2015 to its official launch in September 2017 3D Audio Visual, designed, prototyped and integrated the UWA Trading Floor solution, working with the client, architect and builder to provide a true world-class trading environment for the UWA Business School.

Through the technological innovation and aesthetics of AV in the **Trading Room**, both **3D Audio Visual Pty Ltd** and **UWA** have recently won the prestigious award for best projects for 2017 within our industry across Integrators, Consultants and End Users.

The winning projects have to be considered world class in any sector (including corporate, government, education, defence, healthcare and network operations) completed in Australia and/or New Zealand in 2017 by AVT Partners.





