

# FONA International

FONA future-proofs corporate meeting and training center with Christie Velvet LED wall



▲ [Watch 'Time-lapse installation: Christie Velvet Merit Series' video \(00:56\)](#)

## AVI Systems installs Merit Series in 'high-tech, high-touch' FONA Center

FONA International, located just outside of Chicago, offers courses to give industry professionals a practical understanding of the creation and use of flavors in product development. FONA's highly skilled faculty—including a Ph.D. chemist—are experts on the leading-edge of flavor innovation. Food and beverage professionals interested in learning about flavor can attend FONA's aptly named Flavor University® and take a wide range of courses, all tuition-free.

"Part of our overall focus is helping our customers and vendors better understand the way flavors work in the human brain and how we perceive flavor," explains Robert Sobel, Vice President, Research & Innovation, FONA International.

### The FONA Center

Flavor University courses happen in the spacious and recently-renovated FONA Center, which comfortably seats up to

200 people. The focal point of the space? A massive LED video wall.

"The new video wall commands attention. It's a conversation piece every single time we walk into the room with new people. They just walk in and say, 'wow,'" shares Sobel.

"The high brightness of our Christie video wall is critical. We show a lot of white slides with text, and not having the bezels—even the very thin bezels of LCDs—makes the wall appear as one continuous screen. It's a lot easier on the eyes when viewing text, financial presentations or charts, making the information easier to quickly understand."

**Joseph Slawek**  
Founder, Chairman & CEO  
FONA International

**Customer**  
FONA International

**Location**  
Geneva, Illinois

**Industry/Market**  
Corporate

**Partner**  
AVI Systems

**Requirements**

- Reliability
- Low maintenance
- High-resolution
- High-brightness

**Summary**  
FONA International was looking to invest in a high-quality, high-brightness video wall for their FONA Center that would fit their 'high-tech, high-touch' culture

**Products**

- [Christie Velvet Merit Series LED tiles \(60\)](#)

**Results**  
The new high-quality, high-brightness Christie Velvet LED video wall offers a seamless HD display with 100,000 hours of service life, 1080p resolution, and the 'wow' factor FONA was looking for

## It wasn't always this way

Before, the FONA Center's rear projection system couldn't provide adequate visibility for the audience, and the video resolution of the presentations and the aspect ratio of the screen were both out of date. FONA knew an upgrade was in order. They were looking to invest in a high-quality video wall for their training center that would fit their 'high-tech, high-touch' culture.

"FONA was looking for a real 'WOW' factor," says Jeff Hodge of AVI Systems, the company responsible for the installation. "We wanted to provide the audience a fantastic visual experience and in doing so, we were able to provide increased functionality, an enhanced aesthetic appeal, and also contribute to the long-term viability of the space."

## The Christie solution

Working with AVI Systems, FONA initially considered both LCD and LED options for the new video wall, but quickly realized LED was a better investment from a future-proofing perspective. AVI Systems specified a video wall of 60 Christie® Velvet™ Merit Series 2.5mm LED tiles. The seamless HD display offers an incredible 100,000 hours of service life, and the 16 x 9.5 foot installation size allows for a perfect 1080p image.

"Christie Velvet Merit Series LED tiles can be configured in a variety of shapes and sizes, making them ideal for large-scale displays including video walls," adds Nick Fazio, senior sales manager LED, North America, Christie. "The FONA Center is a great example of how Christie's LED solutions can transform a meeting space, both to add functionality and enhance design."

## Good neighbors

"We use our new Christie video wall all the time: for Flavor University classes, training sessions, lunch and learns, management and employee meetings," shares Slawek. "We also offer the space to the community free-of-charge because we believe in having a good community presence. So our local fire and police departments, not-for-profits and community groups use the space a few times a week. We like to be good neighbors!"

## Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.



▲ The new Christie Velvet LED video wall, in use in the FONA Center



▲ A band performs in front of the new video wall at a FONA International company party

Photo credit: FONA International

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