

Deutsche Post DHL, Germany

Barco delivers eco-friendly visualization solution



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Rainer Henss, Vice-President Corporate Security Service Branch

72 million, that is the astounding number of items that Deutsche Post, Germany's provider of postal services, delivers each day, six days a week. Since 2003, the strategy and activities of Deutsche Post DHL have been managed at the Post Tower in Bonn, an impressive 40-storey building of steel and glass. To upgrade the security for the Tower and the adjacent campus, Deutsche Post recently set up a brand-new control room. As for the video wall, it was a world-first: Barco installed its very first LED-lit, rear-projection video wall. It soon proved to be the eco-friendly, easily maintainable wall Deutsche Post DHL was looking for.

BARCO

Visibly yours



Ever imagined that the history of Deutsche Post DHL goes back more than 500 years? It began in 1490 when Franz von Taxis established a postal network on behalf of the Hapsburg family dynasty. Today, Deutsche Post DHL is the world's largest logistics group, offering a one-of-a-kind portfolio of logistics (DHL) and communication (Deutsche Post) services. The Group provides its customers with easy-to-use standardized products as well as innovative and tailored solutions ranging from dialog marketing to industrial supply chains. About 500,000 employees in more than 220 countries and territories form a global network focused on service, quality and sustainability.

At the start of 2003, Deutsche Post DHL inaugurated its new corporate headquarters in Bonn: a 162.5-meter-high Post Tower as a striking feature of the Bonn skyline. The Post Tower's 107,000 square meters of floor space is divided between three entirely separate buildings, forming a campus. The security of all the buildings is monitored in a dedicated control center. When the center relocated to a new building in 2010, the existing video wall, consisting of flat screen monitors, was replaced as well.

Ergonomics and quality

"The control center had become too small and no longer met our standards for thorough and efficient monitoring," said Rainer Henss, Head of Security Department in Deutsche Post DHL's Internal Audit & Security service branch. As for the new wall, Deutsche Post had a few specific requirements: easy integration into the existing surveillance system, first-class image quality, hassle-free maintenance and, last but not least, a small carbon footprint.

Eco-friendly solution

"In 2008, we launched the ambitious GoGreen project, whereby we, as the first major company in our industry, set a quantifiable climate protection goal. Deutsche Post aims to reduce its carbon footprint for every letter mailed, every container shipped and every square meter of warehouse space used by 30% by 2020," Henss explained. "So for the new video wall we wanted LED technology, for its low energy consumption and worry-free operation."

Market leader

Deutsche Post got in touch with Barco and was impressed by the demo of its OL series of LED-lit, rear-projection video walls. "We knew Barco was a first-class supplier of video walls, a market leader even, but we had no experience whatsoever of working with them," said Henss. Our colleagues at DHL, however, relied on Barco in the Benelux and were very satisfied." Henss toured a series of Barco reference customers and attended a road show.

Bright and intervention-free

Though Barco's LED-lit solution was not fully ready at that time, the demo was very convincing: "The images were very bright while the system promised to be really intervention-free. Moreover, the noise level was low and the brightness and HD resolution are gentle on the eyes, in line with our requirements for operator comfort." The absence of lamps and hence, mercury, the recyclable materials and the compact, lightweight design make the OL series a perfect match for Deutsche Post DHL.

Smart design and long wear life

Another reason to choose Barco was the interface it provided with Deutsche Post DHL's surveillance software. "We wanted to control our equipment - including the new video wall - with our own software, as we have very particular configurations. Barco's OL series allowed that integration," Henss explained. The smart design of the OL series allowed an ultra-fast set-up of the eight 70" cubes wall. Thanks to the long wear life of the LEDs, the Sense⁶ technology for automatic brightness and color calibration and the built-in redundancy features, Deutsche Post DHL has no maintenance worries - nor costs - whatsoever for the first five years.

Worth the risk

"The operators praise the brightness of the wall and the flexibility to change its layout, while it meets our expectations as to eco-friendliness, maintainability, 24/7 reliability and operator comfort. Furthermore, Barco lent great support, before, during and after the installation," Henss summarized. "As this project was a first for Barco, it was a real challenge for them as well as for us. We were prepared to take the risk and it was worth it."

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Barco is an ISO 9001 registered company.
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