



## The Challenge



Jupiter's Pana 105 was the perfect match for creating an immersive experience

## The Solution

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Jupiter's Pana 105 is the largest C display of the range

Jupiter's Pana 1 have the ideal agility when it come to fit those particular use cases.

## Inside the INE project

One recent project beautifully showcases how POP Media leverages Jupiter technology to delight clients. That project involves Instituto Nacional Electoral (INE), an independent public agency that works with the Mexican government to organize federal elections in Mexico. Indeed, López describes INE as “...one of the most important citizen groups that works with the government.” Its cybersecurity division needed a new solution to support a security operations center (SOC). With digital transformation racing forward, information security is more important than ever before — particularly with Mexican federal elections on the horizon in July 2024. Accordingly, INE’s decision-makers connected with POP Media and offered the team a chance to review the project’s requirements. “We always work as an advisor for the customer,” López declares. After a thorough review, POP Media recommended two Jupiter Pana 105D displays and a Catalyst V wall controller as the ideal solution.



Among many reasons POP Media suggested switching to Jupiter was to decrease the quantity of display units (and, thus, the number of bezel divisions) while retaining just as much display space and boosting resolution. Previously, INE had a four-by-two videowall, which naturally meant multiple dividing lines separating the eight individual displays. This, of course, marred the overall image. “Instead,” López suggested to the client, “you can use two Pana 105Ds and avoid those divisions between the images.” What’s more, the Pana 105D displays set themselves apart with their ultra-HD 5K resolution, a key positive differentiator for any data-heavy SOC that requires up-close viewing. “You can put more information without the problem of distortion of the image or the information,” López confirms. After consulting with POP Media, INE finalized its system plans over about three months and then put the project out to bid.

## Rising to the Occasion

Happily, POP Media won the bid, and the integrator began work soon after. Key team members included Guillermo Moreno, government sales specialist; Juan Manuel Palafox, AV technology specialist; Oscar Alonso, AV technology specialist; and Adán Biciego, AV installation specialist. Given POP Media's longstanding history with Jupiter, the project went off very smoothly; as with any project, though, the team had to overcome a few challenges. According to Palafox, "We only knew the place with blueprints. And, when you get to the real place, some things change a little bit." In this instance, it turned out that cable lengths were not exactly what POP Media had been expecting. But the blueprint/real-world mismatch didn't slow down project progress or diminish the excellent result. "In almost every installation, we find things like this," Palafox notes. "No major problems."

Of course, any SOC must handle highly sensitive information; that's especially true for INE, which plays such a critical role in helping administer Mexico's federal elections. Thus, information security was foremost on POP Media's mind. "They wanted to connect [the controller] to their network and connect it to their active directory," Palafox recalls. He adds that his team ensured proper configuration, thus protecting information security. Jupiter's Catalyst V wall controller greatly enables POP Media's efforts to eliminate security risks by facilitating simple, webpage-based videowall management. "You don't need to connect directly to the wall controller or install something in the workstation of the customer," López states. Indeed, the webpage-based interface altogether eliminates any local workstation installation and removes the requirement to navigate the wall controller's operating system.

## Another Happy Client

With about 70 projects already in the books, POP Media and Jupiter have another great collaboration on their hands with INE's SOC. The client is particularly excited to have streamlined its system to one pair of ultra-wide displays. "They are very happy because they only have two monitors and just one line in between them," Palafox says. And, referring to the LCD technology that underpins the Pana 105D product, he adds, "This monitor has a lot more resolution than an LED monitor. So, they're happy because it looks very good, [and] they can have a lot of webpages without losing resolution."

López, Palafox and the POP Media team can celebrate a long string of successes working with Jupiter. And that underscores why the relationship will continue far into the future. But POP Media also circles back to the manufacturer's bold embrace of the 21:9 aspect ratio as further proof of Jupiter's market leadership. "Jupiter is in front in terms of 21:9, and the other manufacturers are following them," López declares. In that way, POP Media and Jupiter are just alike: Showing a promising way forward to peers, competitors and industry observers alike.

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