



LIGHTWARE GVN POWERS SCALABLE IMMERSIVE EXPERIENCES AT SCREENLINE'S ISE 2026 BOOTH

Market

Live Events and Entertainment

Country

Spain

Lightware Equipment Used in Project

GVN-HDMI-TX210AP | GVN-HDMI-RX110AP | GVN-MMU-X100 | UCX-4x3-HCM40

Screenline is a leading designer and manufacturer of professional projection screens. For more than four decades, the Italian company has delivered tailored solutions for applications ranging from museum exhibitions and theater productions to meeting rooms and auditoriums. **At ISE 2026**, Screenline set out to demonstrate this versatility through two contrasting booth environments: **an immersive entertainment experience** and an **interactive meeting-room** application.

Although the two spaces supported very different workflows, both were connected through the same Lightware networked AV architecture. The installation incorporated Lightware's **Gemini GVN transmitters and receivers**, centralized management through the **GVN-MMU-X100 matrix management unit**, and **Taurus UCX**-based BYOD connectivity. Together, these technologies enabled fast switching, low-latency content distribution and flexible control across the installation.

“Rather than presenting the technology in isolation, we wanted to recreate two recognizable settings that would help visitors understand how it could be used in practice,” explains Rachele Nichelatti, Head of Export Sales at Screenline. *“The first space was a modular immersive room, featuring a spacecraft sequence that surrounded visitors with an orbital landscape to demonstrate applications ranging from museums and attractions to simulation and digital art. The second recreated a corporate collaboration space around Screenline’s ITS touch screens, combining presentation, web and videoconferencing content across the interactive display.”*



Lightware's Gemini GVN is designed to distribute **4K60 4:4:4 video**, audio and USB signals over standard **1-Gigabit networks**, with **ultra-low latency** and **centralized management**. At Screenline's booth, GVN provided the networked distribution layer for the installation. **GVN-HDMI-TX210AP** transmitters encoded the HDMI signals from the media servers and other sources, making them available across the network, while six **GVN-HDMI-RX110AP** receivers, three in each environment, delivered the selected streams to the left, center and right display channels. A **Netgear M4250 1-Gigabit AV switch** provided the network backbone, connecting the GVN transmitters, receivers and management unit.



“We selected the GVN platform because it offers far greater scalability and flexibility than a traditional AV matrix,” explains Mirko Manica, Technical Manager at Screenline. *“Its IP-based architecture allows us to route any source to any display across the network, while simplifying cabling and giving us the freedom to adapt the system in real time. That flexibility was particularly valuable in a live exhibition environment. During several demonstrations, for example, we were able to distribute the same content across both immersive spaces simultaneously, with fast switching and no technical disruption, ensuring an engaging, uninterrupted experience for visitors.”*

Serving as the central hub and control engine of the entire AV ecosystem, Lightware's GVN-MMU-X100 enabled **streamlined management of all sources and destinations across the network**. *"The platform ensured synchronized playback, fast signal switching and efficient operation, while giving us the flexibility to route content for a wide range of demonstrations and presentations in both setups,"* explains Manica. *"The browser-based interface also made the entire system easy to monitor, control and reconfigure throughout the event."*

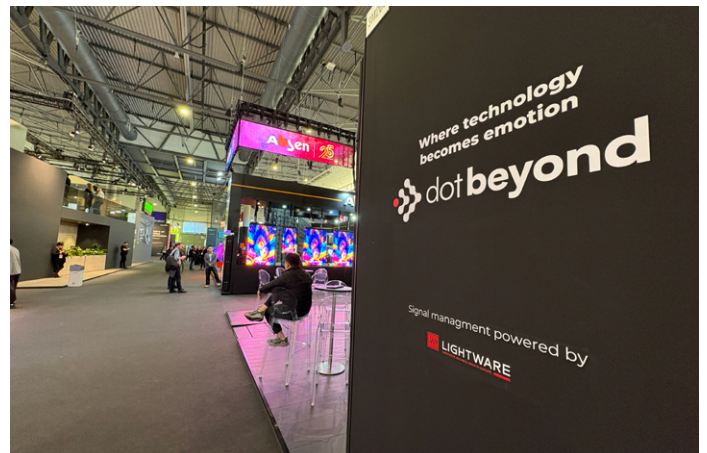
Designed for modern collaboration, Lightware's **Taurus UCX-4x3-HCM40** universal matrix switcher provided the local BYOD and connectivity layer for the installation. *"The UCX allowed users to connect laptops and personal devices quickly and share content during live demonstrations,"* says Manica. *"Its intuitive operation and seamless integration with the GVN infrastructure supported real-time collaboration between presenters and participants, while maintaining the performance and reliability required for a professional exhibition."*

The primary challenge for Screenline was coordinating the network infrastructure and integrating multiple AV devices within a complex exhibition environment, all within a limited installation window. *"As this was Screenline's first deployment using Lightware technology, close technical support was particularly important,"* explains Nichelatti. *"Lightware worked closely with our technical team, helping to manage the project and address integration requirements."* This support, combined with a structured design process and thorough pre-deployment testing, ensured the complete system operated reliably from its first startup and remained stable throughout the event.

Throughout ISE 2026, the system performed reliably across both environments, allowing Screenline's team to change, redirect and duplicate content without interrupting demonstrations. **Browser-based management** also simplified operation throughout the show.

"Visitors to our space at ISE were mainly AV system integrators, and we received excellent comments on both the signal quality and the switching speed," confirms Giampaolo Britti, Area Manager at Screenline.

The immersive room proved particularly effective at attracting attention on the show floor, while the ITS environment gave visitors a practical view of how the same networked architecture could support corporate presentation and collaboration workflows. **The success of the demonstration also prompted Screenline to recreate the installation at MIR Expo in Rimini.**



Beyond trade shows, **the installation showed how GVN could provide a repeatable foundation for a wide range of immersive and multi-room applications.** By adding sources and destinations as network endpoints, the platform can scale and evolve without the fixed input and output limitations of a conventional matrix, supporting environments ranging from digital art installations and visitor attractions to corporate collaboration spaces.

For more information on Lightware, please visit lightware.com. Keep up with the latest news from Lightware on Facebook, Instagram, Twitter and LinkedIn.