Mark Van Deurzen
Co-Owner, Adaptable
Samsung platinum partner

Evert Van Camp
Head of Display Division
Samsung Benelux

Dennis Hooftman
Operational Manager
Auditorium ASML

Going beyond belief with ASML and Adaptable

ASML, the world's leading supplier in the semiconductor industry has seen massive growth in the last few years, expanding from 9000 employees to almost 40 000 employees today. And ASML isn't planning on stopping.

As their ranks grew, so did the need for a modern, prestigious, and multipurpose auditorium. Their HQ in Veldhoven had a classic auditorium. However, this space needed an upgrade so it fully embodies a technology innovation leader like ASML. Today, that same auditorium is highly popular and is often booked several months in advance.

Why? Samsung, Adaptable, and the world's first movable micro-LED wall has quite a bit to do with it...

Innovation, not just renovation

Tom Van Sebille, **IT architect at ASML** is clear about the ambitions he had for the brand-new multipurpose auditorium:

"Our auditorium was in urgent need of renovation. At ASML, renovating is an opportunity for innovation. Ultimately, it's about changing the world, one nanometre at a time. The possibility of dividing the space in two by a soundproof room divider had already been incorporated in the floor plans

"That divider literally disappears into the ceiling. It gives us the choice between one auditorium of 400 people, or two auditoriums of 200 people. However, there was still plenty of room for improvement in audio-visual terms."

Tom Van Sebille
IT architect, ASML

"Samsung's The Wall is the best solution"

How to extract the most from the space?

Challenge accepted, thought **Mark Van Deurzen, Co-Owner of Adaptable, Samsung platinum partner in the Netherlands.** Not only are they experts in fitting complex rooms with the right technology, they've also worked with AMSL for a long time. And most importantly, they're not afraid to attempt the impossible. Who better to realise the new auditorium's full potential?

"When I got involved in the project, the goal was to set up a classic auditorium that used beamers and modern material for hybrid meetings," he says. "That didn't live up to the potential of the space. And ASML is always open to the latest innovations, priding itself on being one step ahead. So, we sat around the drawing table to come up with a tailor-made solution." However, settling on that solution turned out to be quite the challenge.

The plans for the room had been drawn up already and including the disappearing soundproof wall. That meant mounting a single, central screen was out of the question. But two individual screens – or beamers, as originally suggested – would simply not do the room justice and would split the attention when the room was used as one auditorium.

Complex requirements, to be sure. Luckily, Mark Van Deurzen doesn't believe in 'impossible': "After mapping all use case scenarios and considering the possible solutions it became clear: Samsung's The Wall is the best solution."

"This is how Samsung challenges the market to look for creative solutions."

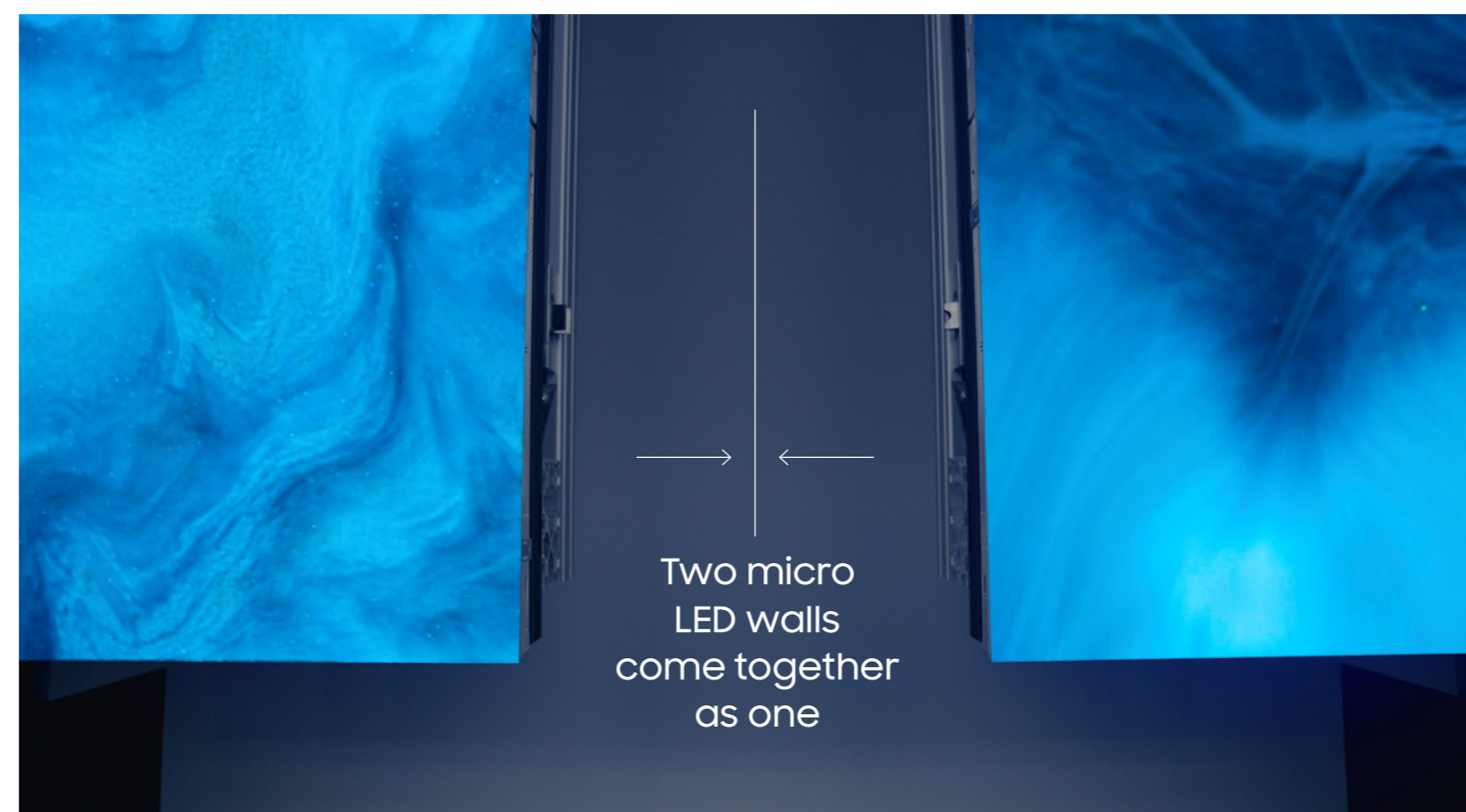Two micro LED walls come together as one

Not your average LED screen

This is not just any screen we're talking about. The Wall's modularity makes tailor-made solutions possible for any space without limits on size, shape and structure. It's made of micro-LEDs, with Black Seal Technology, to achieve the deepest black. By combining this with superior colour purity, the Wall delivers the ultimate viewing experiences.

Evert Van Camp, Head of Display Division at Samsung Benelux: "Samsung's The Wall is always special, no matter where it's installed. However, this specific project required three UHD Walls to fill the space. They had to form one big screen together, and when the soundproof divider comes down it has to become two screens.

"The sensitivity of LED panels and the fact that the screens had to blend into each other seamlessly made this quite a feat. Samsung's display technology, Adaptable's know-how and expertise, combined with ASML's innovative spirit made this unique solution possible. This is how Samsung challenges the market to look for creative solutions."

SAMSUNG

ADAP**T**ABLE **ASML**
inspired by SAMSUNG

Adaptable, ASML & Samsung: the trinity of innovation.

The challenging thing about a project that has never been done before is that you start from a blank page. No examples out in the world to pull from, no blueprints to adapt... From concept to technical development, it all had to be drawn up from scratch. This project required a holistic approach, which did not only include the installation of a movable micro-LED screen. Lighting architecture, camera placement, temperature management, broadcasting, videoconferencing and so much more had to be taken into account. All possible applications were considered.

"In the end it was a creation where everything works perfectly." says Mark Van Deurzen, Co-Owner of Adaptable. "We fine-tuned The Wall, ensured a smooth assembly and operation of the display, and everything was extensively tested before use".

Futureproof, innovative and durable, do what you can't

The reaction ASML often hears now? Often, it's a literal "wow". People come into the auditorium and are blown away by The Wall. By its size and quality. That awe is reflected in the room's bookings – booked solid for the next three months, ASML's most booked space worldwide.

A real improvement - although improvement is probably an understatement. "The contrast between before and after is huge. We've gone from a traditional auditorium set up to a multifunctional conference room that is truly unique," says Tom Van Sebille.

"ASML clearly wanted to go for the very best. A mindset that they share with Samsung", says Evert Van Camp. "Samsung's MicroLED product the WALL is a true Samsung Made in Europe technology, we provide a technology that has a lifespan way longer than LCD or regular LED solutions. Building an immersive centrepiece that makes content memorable, an experience beyond imagination."

Innovation, quality, durable technology, it all comes together in this project. And the three partners confirm this. "We kept challenging each other. The result is a truly unique creation and a great example of "Do what you can't". – Tom, IT Architect, ASML.

#DoWhatYouCant

Discover more and watch how we created the ultimate LED display for ASML.