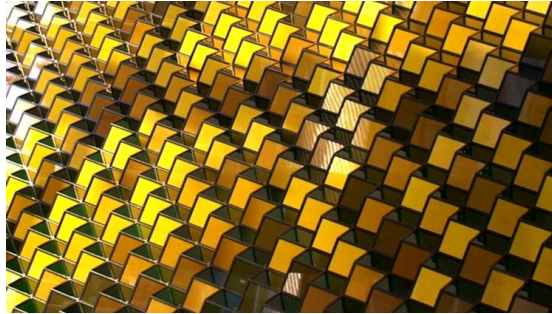


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LXD Research & Display Supplies LCDs for Dynamic Interactive LCD Artwork



Cleveland, Ohio—LCDs, supplied by LXD Research & Display, LLC, are used for the 3D liquid crystal surface of artwork displayed at the University of Oregon’s new Matthew Knight Arena. The display, titled *Game Show*, is an interactive LCD artwork designed by Jason Bruges Studio, an internationally known company comprising of artists, architects, and interaction designers.

The artwork tracks the movement and flow of play on the Arena court using an overhead camera. The live activity is displayed on a tessellated concertina graphic surface. LXD’s LEDs helped bring out the deep greens and lightning yellows, and the inspiration of iridescence present in mallard feathers—links suggested by the team’s colors and nickname, Ducks. The piece generates a graphical interpretation of the game, giving an artistic impression of the activity and intensity on-court in real-time.

With the use of LXD’s LCDs, *Game Show* brings together stunning visuals, cutting edge generative art and the energy of the fans and players. With a designed lifespan of twenty years, it is certain that this artwork will become an established part of Ducks fan culture.

LXD Research & Display, LLC has been a major contributor to the LCD industry in manufacturing, development, and research for over 35 years. We are now a leader in Custom Module Display design and manufacturing. LXD is ISO 9001: 2008 registered and offers a complete line of High Reliability Liquid Crystal Displays and Components, including Liquid Crystal Displays, Module Assemblies, TFT Panels and Modules, and OLED Technology.

*For additional information, contact:
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