Empowering artists with an endless canvas.

Outernet is providing artists and creators the opportunity to create immersive experiences on their 26k digital canvas. They partnered with Dell Technologies to help them architect their network with Dell PowerScale and Dell PowerEdge servers powered by AMD to handle the massive amounts of data that’s stored, archived and transferred.

“Our ambition is to offer creators from any background an opportunity to come and work in the space and showcase their creative talents on our amazing canvas.”

Alexandra Payne
HEAD OF CREATIVE, OUTERNET

Room by room. Pixel by pixel.

<table>
<thead>
<tr>
<th>Room</th>
<th>Resolution</th>
<th>Pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Now Building</td>
<td>8480 x 4800</td>
<td>153,664,442</td>
</tr>
<tr>
<td>New Pop One</td>
<td></td>
<td>5,606,400</td>
</tr>
<tr>
<td>Now Trending</td>
<td></td>
<td>31,577,600</td>
</tr>
<tr>
<td>New Pop Two</td>
<td></td>
<td>5,708,800</td>
</tr>
<tr>
<td>Now Arcade</td>
<td></td>
<td>37,171,200</td>
</tr>
</tbody>
</table>

"The scale we operate at, the real time nature of what we do... you need really powerful compute resource to do that. And we have that now through our partnership with Dell."

Mike Whittaker
CTO, OUTERNET

Engineering a district of entertainment.

- 320 audio channels across the district.
- 2,291m² total LED surface area.
- 60 real-time graphics engines.
- Resolution of Now South (hero) wall: 8480 x 4800 which is >8K resolution.
- 144 speakers & 47 subwoofers across all rooms.
- 200 gigabyte per second pipeline.
- 43 kinetic LED columns.
- 191km of cabling.
- Weight of kinetic columns: 106,672kgs.
- Speed of kinetic columns: From zero to 250mm/sec (0.56mph).
- 200,000 lines of code to program kinetic columns and 1,900 hours of programming.
- 600 gigabytes for one four minute performance.

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At the heart of immersion.

To handle all the data, Outernet employed Dell's PowerEdge servers in their infrastructure. "The amount of data and content they handle, at the speed they handle it, is what makes Outernet the experience and the world leading experience that it is," says Mike.

Integrated solutions include:

- Servers
- Storage

See how Outernet creates amazing experiences.

Read an overview of how Outernet enables immersion.