DELL Technologies

OUTERNET
LONDON

Empowering artists with an endless canvas.

AMD

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.

Room by room. Pixel by pixel.

The Now Building
153,664,442 PIXELS

Now Pop One
5,606,400 PIXELS

Now Trending
31,577,600 PIXELS

Now Pop Two
5,708,800 PIXELS

Now Arcade
37,171,200 PIXELS

"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

Engineering a district of entertainment.

- 320 audio channels across the district.
- 43 kinetic LED columns.
- 2,291m^2 total LED surface area.
- 191km of cabling
- 60 real-time graphics engines.
- Weight of kinetic columns: 106,572kgs.
- Resolution of Now South (hero) wall: 8480 x 4800 which is >8K resolution.
- Speed of kinetic columns: From zero to 250mm/sec (0.56mph).
- 144 speakers & 47 subwoofers across all rooms.
- 200,000 lines of code to program kinetic columns and 1,900 hours of programming.
- 200 gigabyte per second pipeline.
- 600 gigabytes for one four minute performance.

"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."
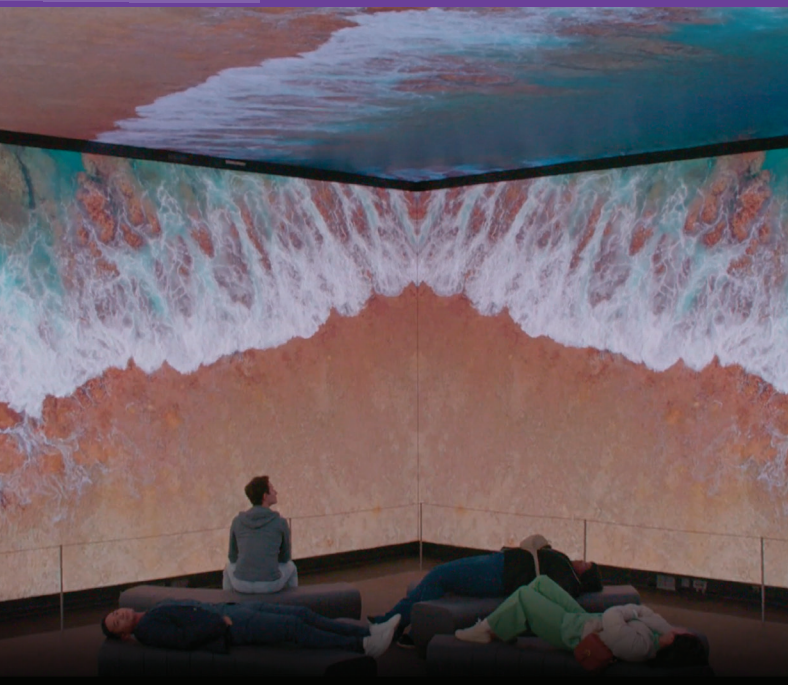
Mike Whittaker
CTO, OUTERNET

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.

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