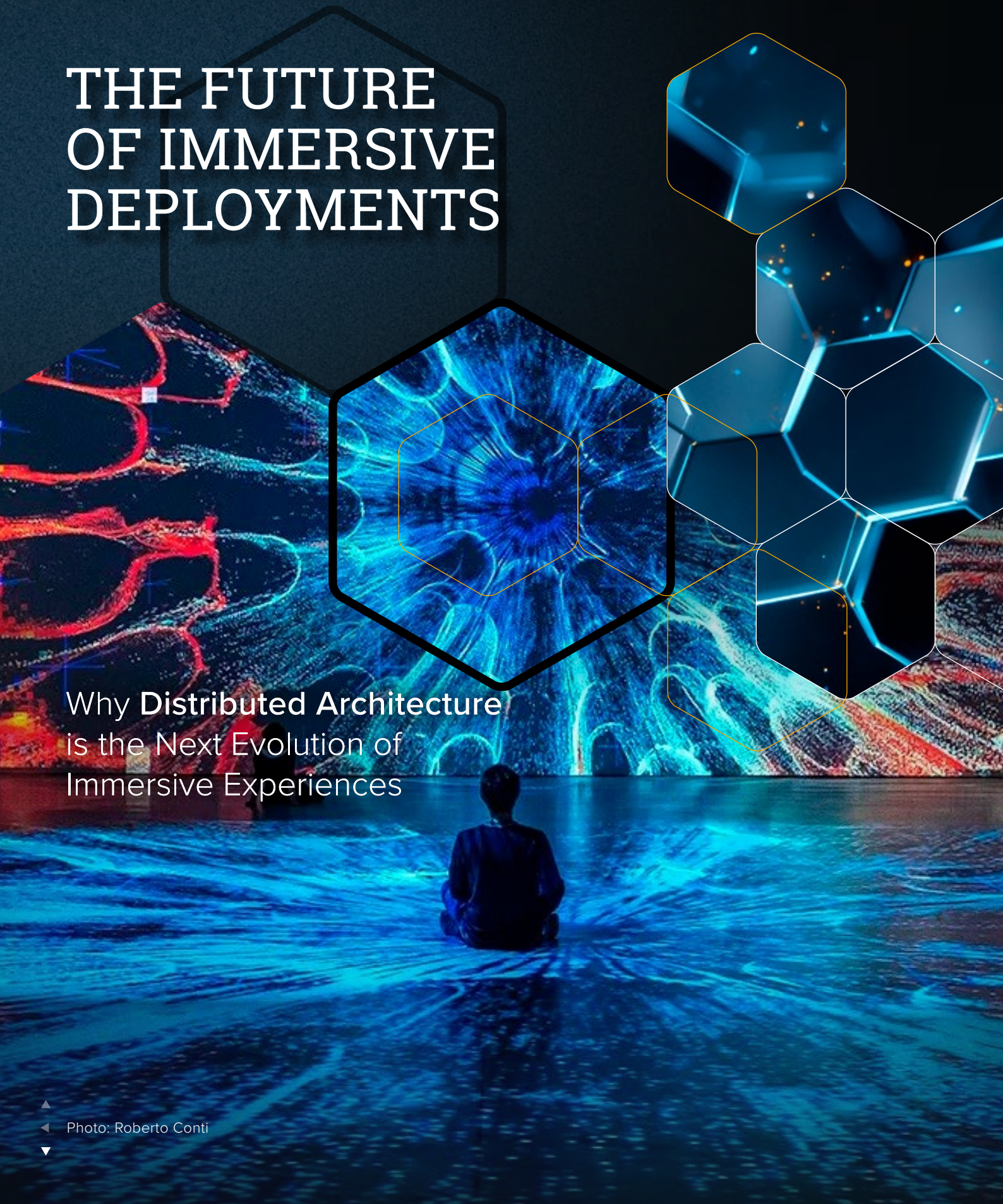
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MEDIA CONTROL

THE FUTURE OF IMMERSIVE DEPLOYMENTS



Why **Distributed Architecture** is the Next Evolution of Immersive Experiences

Photo: Roberto Conti

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Introduction

THE NEXT EVOLUTION OF IMMERSIVE EXPERIENCES

Immersive experiences are redefining how audiences engage with entertainment, culture, education and branded environments. Visitors increasingly expect experiences that are dynamic, interactive and visually spectacular, placing new demands on the technology that powers them.

As immersive installations grow in scale and complexity, the challenges of delivering them grow in parallel. Higher-resolution content, larger projection canvases and increasingly flexible deployment models require more processing power and more sophisticated infrastructure than ever before. Yet many immersive environments continue to rely on technology architectures originally designed for a very different era.

For years, the industry standard has been a centralised media server architecture, where playback, processing and system control are housed within a dedicated equipment room. While this model has successfully powered countless installations, it also introduces significant infrastructure requirements, including equipment racks, high-bandwidth signal distribution, extensive cabling, specialised cooling systems and trained technicians to operate them. As projects become larger and more ambitious, these supporting technologies add complexity, increase costs and reduce operational flexibility.

At the same time, immersive experiences are no longer confined to permanent venues. Touring exhibitions, pop-up installations, visitor attractions and multi-site deployments all demand solutions that can be installed, transported and scaled more efficiently without compromising creative quality.

These changing requirements are driving a fundamental shift in system design.

Rather than concentrating processing power within a single centralised media server, a new generation of distributed architectures moves playback directly to the display itself.

Combining Panasonic's Intel® Smart Display Module (Intel® SDM)-enabled projectors with HIVE's BeeBlade media platform, media playback becomes an integrated part of the display, significantly reducing infrastructure while maintaining the performance, reliability and synchronisation required for demanding immersive experiences.

This whitepaper explores how distributed architecture is transforming immersive deployments, examines the technologies that make it possible and demonstrates why it represents a new benchmark for scalable, efficient and sustainable immersive experiences.

The **future** of immersive experiences is not bigger media servers — it's **smarter architecture**.



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From Centralised to Distributed Architecture

RETHINKING TRADITIONAL AV ARCHITECTURES

For decades, immersive environments have been powered by centralised media server systems. In this approach, media playback, processing and system control are located within a dedicated equipment room before video is distributed across multiple projectors or displays throughout the venue.

This architecture provides centralised control and is well suited to applications that demand the highest levels of performance and flexibility, such as large touring productions, virtual production environments and other complex AV deployments. However, many immersive experiences do not require this level of capability. As display canvases grow and content resolutions increase, delivering these experiences through a centralised architecture demands significant supporting infrastructure.

Dedicated server racks, fibre transmission, signal distribution hardware, extensive cabling and equipment room cooling all become integral parts of the deployment. As systems grow, so do infrastructure costs, installation effort and operational complexity.

Beyond the infrastructure itself, every additional cable, connector and distribution device introduces another potential point of failure. In practice, system reliability is often affected less by the media server than by the physical infrastructure required to connect it to multiple displays.

These challenges become even more significant for touring productions and temporary installations, where equipment must be repeatedly dismantled, transported, rebuilt and recommissioned. The result is increased transportation costs, longer installation schedules and greater dependence on specialist engineering resources.

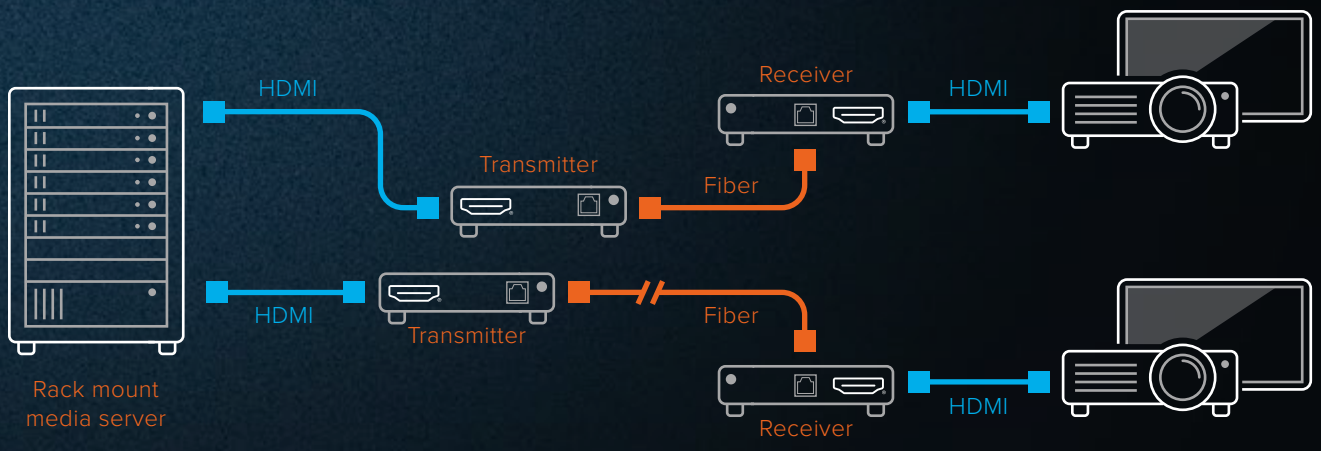
Traditional architectures also offer limited scalability. Because media servers are generally purchased in fixed multi-output configurations, expanding a system often requires substantial upfront investment long before additional capacity is fully utilised.

As immersive experiences continue to evolve, the industry requires an architecture that delivers the same visual performance with greater flexibility, efficiency and resilience.

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TRADITIONAL ARCHITECTURE



FACTS ABOUT THE DISADVANTAGES OF TRADITIONAL ARCHITECTURE:

- › Large centralized media servers
- › Heavy rack infrastucture
- › Dedicated equipment room
- › Extensive fibre infrastructure
- › Multiple points of failure
- › Higher installation complexity
- › Fixed scalablity
- › Expensive deployment models
- › Higher power consumption
- › Increased cooling infrastructure

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A NEW DISTRIBUTED ARCHITECTURE

Distributed architecture reimagines the relationship between media playback and the display.

Instead of transmitting high-bandwidth video from a central media server, playback is embedded directly within the projector or display using the Intel® Smart Display Module (Intel® SDM) standard. HIVE's BeeBlade media engine transforms every compatible Panasonic projector into an intelligent playback node, connected through a standard IP network.

By moving processing closer to the display, much of the traditional AV infrastructure is no longer required. Dedicated server racks, long-distance video distribution, signal conversion hardware and large quantities of specialised cabling are replaced by a simpler, more modular architecture.

This fundamentally changes how immersive experiences are deployed.

Systems become easier to install, quicker to commission and simpler to expand. Organisations can scale display by display, adding processing capacity only where it is needed rather than investing in oversized media server platforms.

The benefits extend well beyond installation. Removing much of the supporting infrastructure reduces transportation requirements, lowers maintenance effort and improves overall system resilience by eliminating many of the physical connections that commonly cause failures.

Because playback hardware shares power, cooling and enclosure resources with the display itself, distributed architecture also delivers measurable improvements in energy efficiency while reducing the physical footprint of the installation.

The result is a platform that is simpler, more scalable and better suited to the evolving needs of immersive entertainment, museums, visitor attractions, education and location-based experiences.

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DISTRIBUTED ARCHITECTURE



THE ADVANTAGES OF DISTRIBUTED ARCHITECTURE COMPAIRED TO TRADITIONAL ARCHITECTURE:

Distributed architecture	Traditional architecture
✓ Playback embedded in every display	× Extensive fibre distribution
✓ Standard IP networking	× Multiple equipment racks
✓ No dedicated media server room	× Central media room
✓ Modular, display-by-display expansion	× Fixed scalability
✓ Simpflified deployment	× Complex installation

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The Technology Ecosystem

PANASONIC: PROFESSIONAL VISUAL SOLUTIONS

Delivering a distributed architecture requires more than embedded playback. It depends on the seamless integration of display technology, embedded computing and media server software.

Panasonic, Intel® and HIVE each contribute a critical element of this ecosystem, creating a complete platform that simplifies deployment while delivering the performance required for immersive experiences of virtually any scale.



1-Chip DLP™ laser projectors

From **6.500 to 20.000** lumens, ideal for museums, visitor attractions, education and corporate experiences.



3-Chip DLP™ laser projectors

From **20.000 to 45.000** lumens, delivering exceptional brightness and colour performance for large-scale immersive venues, projection mapping and themed entertainment.



Professional **LED displays**

Up to **165 inches**, also featuring Intel® SDM compatibility for embedded media playback.

Panasonic provides the visual foundation of the distributed architecture through a comprehensive portfolio of Intel® SDM-enabled professional display solutions.

Supporting Intel® Smart Display Module (Intel® SDM) technology across the portfolio allows media playback to be integrated directly within the display, reducing external hardware while simplifying installation and system design.

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HIVE: INTELLIGENT DISTRIBUTED MEDIA PLAYBACK

The **BeeBlade SDM** Media Engine Family



MINIMA	OSMIA	PLUTO	NEXUS
Entry level Media Engine	Mid-range level Media Engine	High performance Media Engine	Flagship SDM Media Engine
HD	4K	8K - 4K	8K

Each BeeBlade is a compact, single-output media server that fits directly into the Intel® SDM slot of a compatible Panasonic projector or LED display. Connected via a standard Ethernet network, multiple BeeBlades operate as a single synchronised system capable of driving immersive environments of virtually any size.

The BeeBlade ecosystem spans four performance tiers — from HD playback through to native 8K and Video over IP workflows — allowing organisations to select their performance level best suited to each application while maintaining a common software platform.

One of HIVE's key innovations is its ability to distribute a single ultra-high-resolution canvas across multiple playback devices. Rather than relying on a large central media server, each BeeBlade renders only the portion of the image assigned to its display while maintaining frame-accurate synchronisation with every other playback mode.

The result is a distributed architecture capable of delivering the synchronisation precision traditionally achievable only with central GPU-based media server systems.

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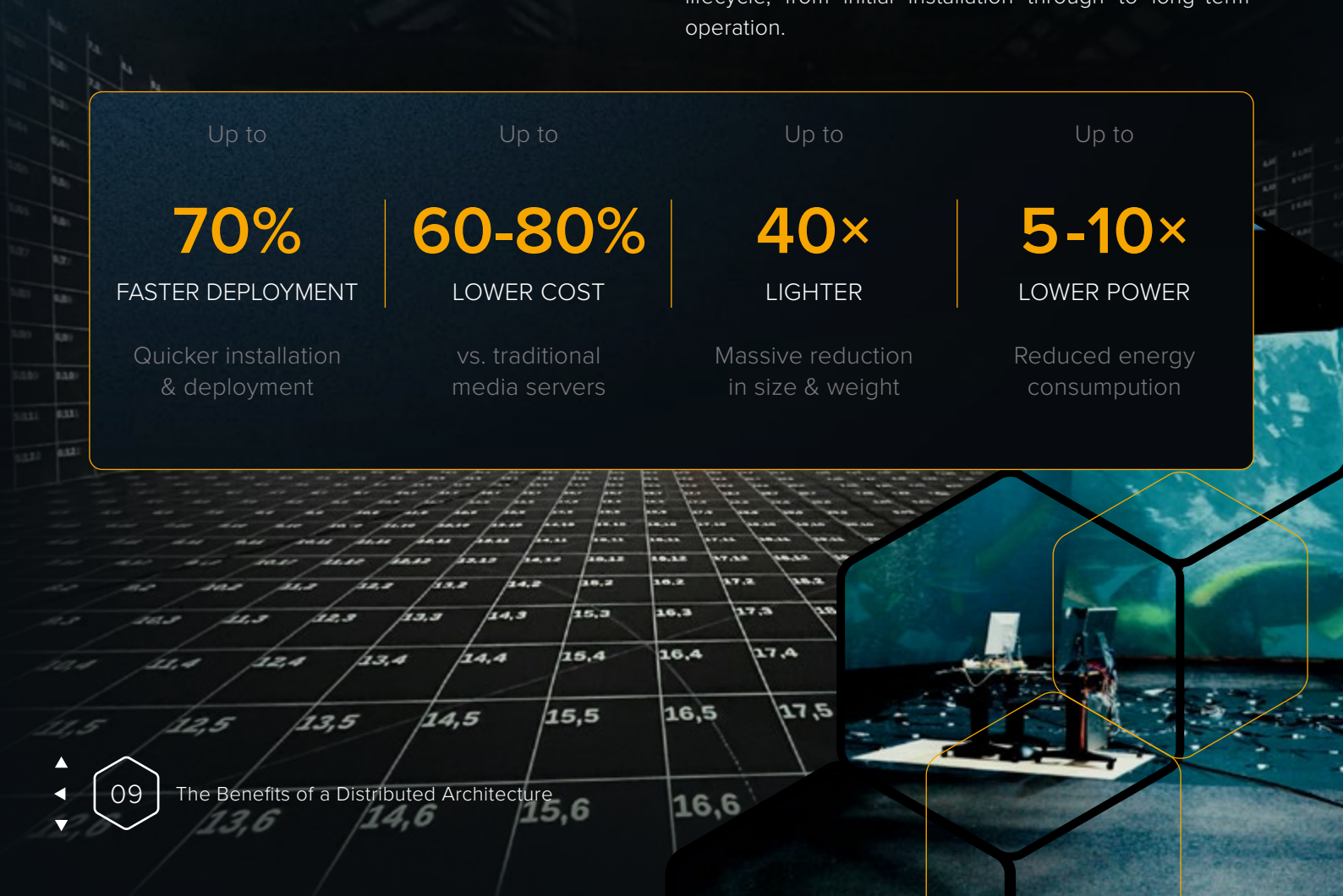
The Benefits of Distributed Architecture

By combining Panasonic's Intel® SDM-enabled projectors, Intel® Smart Display Module technology and HIVE's Bee-Blade media platform, distributed architecture transforms the way immersive experiences are designed, deployed and operated.

Rather than simply replacing a traditional media server, it redefines the entire technology ecosystem — simplifying infrastructure, reducing operational costs and creating a more scalable, resilient and sustainable platform for immersive experiences.

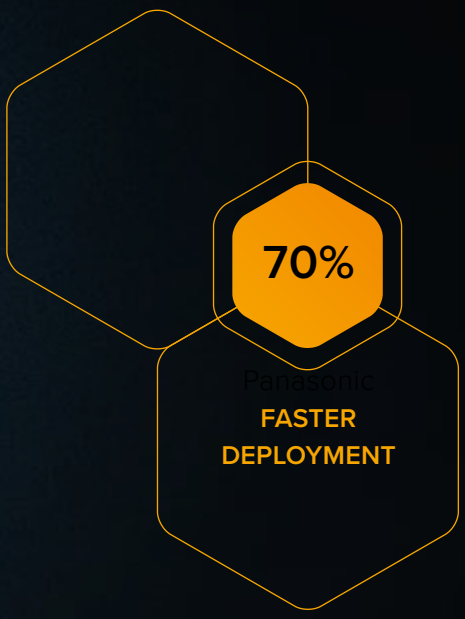
The result is measurable value throughout the project lifecycle, from initial installation through to long-term operation.

Up to	Up to	Up to	Up to
70%	**60-80%**	**40×**	**5-10×**
FASTER DEPLOYMENT	LOWER COST	LIGHTER	LOWER POWER
Quicker installation & deployment	vs. traditional media servers	Massive reduction in size & weight	Reduced energy consumption



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SIMPLER DEPLOYMENT, FASTER DELIVERY

Traditional immersive installtions require dedicated media server rooms, extensive fibre infrastructure and complex signal distribution systems. These environments demand significant engineering effort, specialist expertise and lengthy onsite commissioning.

Distributed architecture simplifies this process by embedding media playback directly within compatible Panasonic projectors using Intel® Smart Display Module technology. With processing located at the display, much of the traditional infrastructure, including equipment racks, long-distance video distribution and associated signal hardware, is no longer required.

This streamlined approach reduces installation complexity while enabling systems to be fully configured, tested and validated before arriving onsite. For rental, staging and touring applications, projectors can be delivered as complete, ready-to-deploy playback devices, significantly reducing onsite engineering and commissioning time.

Depending on the scale of the project, organisations can achieve deployment times up to 70% faster than with traditional rack-based media server installations.

For permanent installations, embedding the media server directly within the projector simplifies the overall system architecture by eliminating separate playback hardware, external power supplies and much of the associated signal cabling. With fewer components, connectors and interconnections, there are fewer potential points of failure, resulting in a more reliable system that is easier to install, maintain and support throughout its lifecycle.

Because the media playback engine is integrated within the Intel® SDM module, there is no need to install playback software, manage software licences or configure separate media server PCs during deployment. This eliminates many of the compatibility issues associated with traditional systems, such as software version mismatches, driver updates and operating system dependencies, reducing project risk and ensuring a more consistent and predictable installation process.

KEY BENEFITS

- ✔ Reduced cabling and signal distribution
- ✔ No dedicated media server racks
- ✔ Less engineering and onsite configuration
- ✔ Faster commissioning and deployment
- ✔ Easier expansion and system replication
- ✔ Reduced software compatibility risks

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LOWER TOTAL COST OF OWNERSHIP

30-40 %

LOWER INFRASTRUCTURE COSTS

60-80 %

WHEN REPLACING LEGACY MEDIA SERVER SYSTEMS

Simplifying infrastructure delivers benefits well beyond installation. By reducing the amount of hardware, cabling and supporting equipment required, distributed architecture lowers both capital expenditure and long-term operating costs.

Unlike conventional media servers, which are typically purchased in fixed multi-output configurations, HIVE's BeeBlade enables organisations to scale one display at a time. Processing capacity can be added only where it is required, creating a more flexible investment model that avoids over-provisioning and enables installations to grow as requirements evolve.

The modular design of Intel® Smart Display Module (Intel® SDM) technology further reduces total cost of ownership. Because the computing element remains separate from the projector, the playback hardware can be upgraded or replaced independently of the display itself.

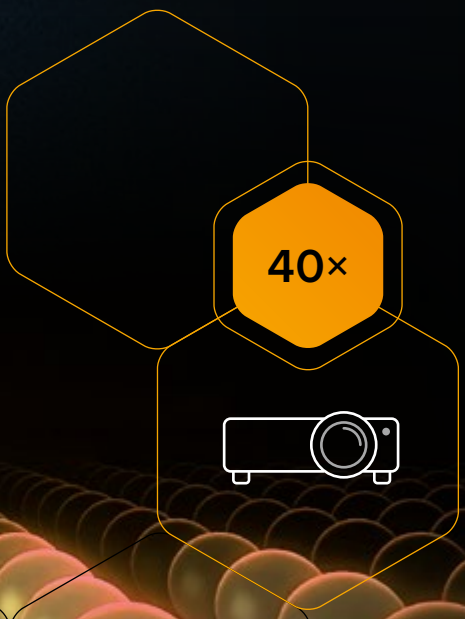
This extends the operational life of the installation, protects investment in display technology and allows organisations to adopt new processing capabilities without replacing their visual infrastructure.

Serviceability is equally straightforward. Individual BeeBlade modules can be exchanged quickly without removing or replacing the projector/display, reducing maintenance effort, minimising downtime and simplifying future technology refreshes.

Based on HIVE's deployment experience, distributed architecture typically delivers 30 – 40% savings in infrastructure and media playback costs for new installations. Where legacy rack-mounted systems are replaced, savings can reach 60 – 80%, depending on the project scope.

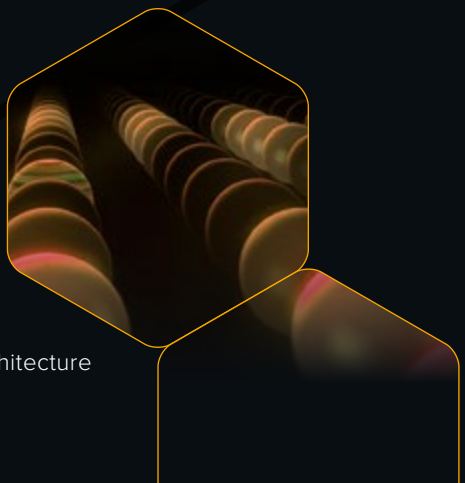
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The comparison demonstrates how a distributed architecture can significantly reduce infrastructure requirements and associated costs for a large immersive deployment. This illustrative example based on a large-scale immersive deployment using 40 projectors.

Distributed architecture	Traditional architecture
✓ ~ £80K BeeBlade playback infrastructure	× ~ £380K rack-mounted media servers
✓ No dedicated fibre transmission required	× ~ £120K fibre transmission equipment
✓ Playback embedded within each projector	× Large equipment room
✓ Simplified IP networking	× Extensive fibre infrastructure
✓ Greatly reduced cooling requirements	× Dedicated air conditioning for equipment rooms
✓ Faster, simplified deployment	× Higher installation effort
✓ Compact hardware reduces logistics costs	× Higher shipping costs
✓ Technical footprint reduced, freeing space for commercial use	× Equipment room occupied valuable space



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HIGH PERFORMANCE. GREATER RELIABILITY

40×
SMALLER & LIGHTER HARDWARE

8K
PLAYBACK 60fps, 10-bit

Reducing infrastructure does not mean compromising performance.

Powered by Intel® Core™ processors and integrated Intel® graphics, BeeBlade delivers enterprise-class media playback in the compact Intel® SDM form factor, supporting playback of up to 8K 60fps 10-bit video directly from the projector.

At the same time, embedding playback within the display significantly improves system reliability.

In traditional AV deployments, many service issues originate not from the media server itself but from the surrounding infrastructure: video cables, fibre links, connectors and signal distribution hardware. By removing much of this complexity, distributed architecture shortens the signal path and eliminates many common points of failure.

THE RESULT IS:

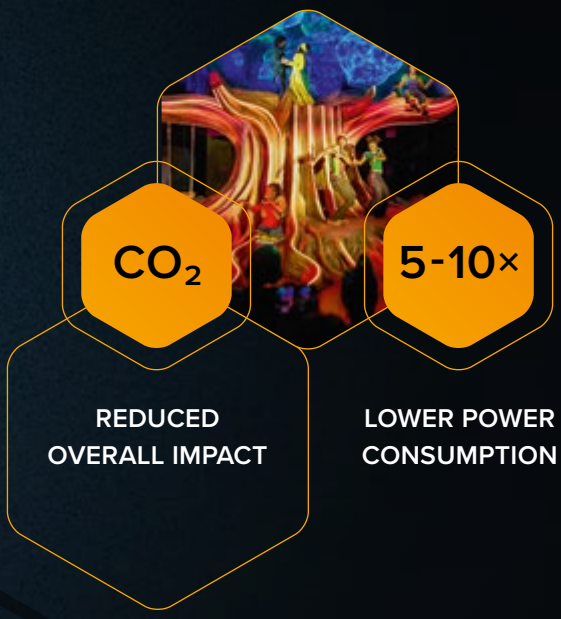
- ✔ Enterprise-class playback performance
- ✔ Up to 40× smaller & lighter playback hardware
- ✔ Fewer cables, connectors and power supplies
- ✔ Faster commissioning and deployment
- ✔ Easier expansion and system replication
- ✔ Reduced software compatibility risks

The modular Intel® SDM design also protects long-term investment. Playback hardware can be upgraded independently of the display, while Intel® technologies such as Intel vPro® enable remote monitoring and management of devices installed in difficult-to-access locations, reducing maintenance effort across large or multi-site deployments.

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SUSTAINABILITY BY DESIGN



Sustainability is becoming a key requirement across museums, visitor attractions, education, corporate environments and publicly funded cultural projects. Distributed architecture contributes directly to these objectives by reducing resource consumption throughout the entire deployment lifecycle.

Compared with conventional rack-mounted media server systems, distributed deployments can consume 5 – 10 times less power, reducing both energy consumption and operational costs..

Lower power consumption also produces significantly less heat. Traditional media server rooms generate significant heat and often require dedicated air conditioning and ventilation. By embedding low-power processing directly within the projector, distributed architecture greatly reduces cooling requirements, lowering both energy consumption and operating costs.

The compact Intel® SDM form factor also delivers environmental benefits beyond the installation itself. Smaller, lighter hardware reduces shiping volumes, transportation costs and associated carbon emissions — particularly valuable for touring productions and international deployments.

KEY SUSTAINABILITY BENEFITS

- ✔ **5–10× lower power consumption**
- ✔ **Reduced cooling & air-conditioning requirements**
- ✔ **Lower transport emissions**
- ✔ **Smaller physical footprint**
- ✔ **Reduced overall CO_2 impact**

Together, these advantages support organisations‘ sustainability and Environmental, Social and Governance (ESG) objectives while reducing operational expenditure.



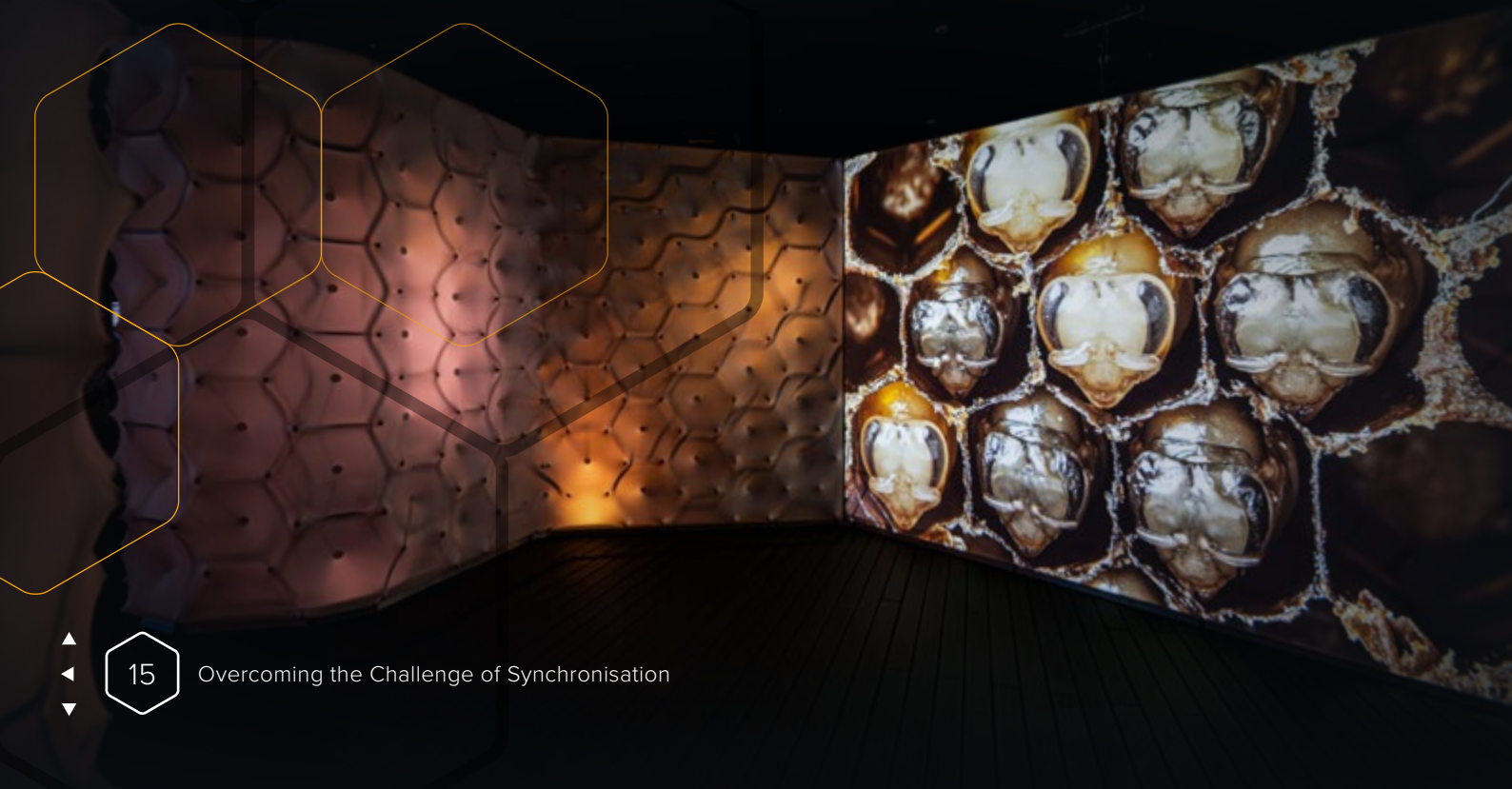
Overcoming the Challenge of Synchronisation

One of the key questions surrounding distributed media architectures is whether they can deliver the same frame-accurate synchronisation as traditional centralised media server systems.

In a central architecture, synchronisation is achieved naturally because all video outputs originate from a single media server. Every projector receives content from the same processing platform, ensuring perfectly aligned playback.

Distributed architectures present a different challenge. When each projector contains its own playback engine, multiple independent devices must render content simultaneously while remaining perfectly synchronised. Even the slightest variation in timing can become visible across a large projection canvas, resulting in tearing, image artefacts or motion jitter that can compromise the immersive experience.

Maintaining frame-accurate synchronisation is therefore essential — not only to preserve image quality across multiple displays, but also to deliver the seamless visual experiences that audiences expect.



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BEESYNC: PRECISION AT SCALE

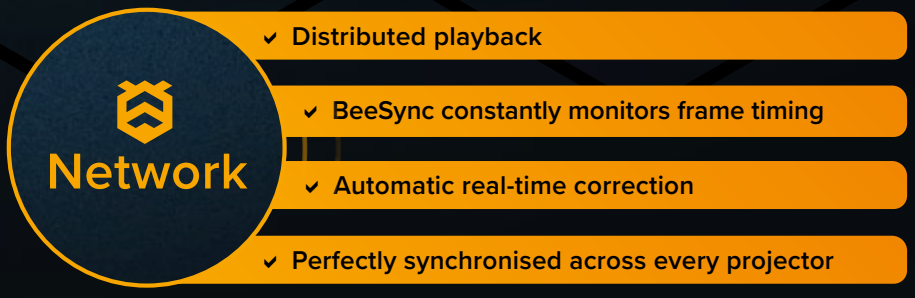
Standard Ethernet synchronisation technologies, such as IEEE 1588 Precision Time Protocol (PTP), provide a common time reference across networked devices. While highly effective for synchronising system clocks, they do not provide the level of precision required for demanding multi-projector immersive environments.

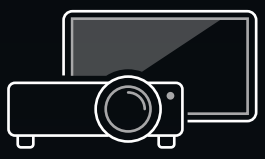
To overcome this challenge, HIVE worked closely with Intel to develop BeeSync—an intelligent synchronisation technology purpose-built for distributed media playback.

Rather than simply synchronising playback clocks, BeeSync continuously monitors the frame creation timing at GPU level of every BeeBlade playback device and automatically compensates for even the smallest timing variations. This closed-loop process ensures every playback mode remains sub-frame accurately aligned throughout operation, maintaining seamless playback across the entire installation.

The result is synchronisation performance comparable to a traditional centralised media server and genlocked architecture while preserving all the flexibility and scalability of distributed playback.

BUILT FOR LARGE-SCALE IMMERSIVE DEPLOYMENTS





Projector or Display
(BeeBlade inside)

Because synchronisation is managed across the network rather than through dedicated video distribution hardware, BeeSync scales naturally as installations grow.

Whether supporting a small immersive room or a large attraction spanning dozens of projectors and displays, the technology enables every playback node to operate as part of a single, perfectly coordinated visual canvas.

By combining distributed processing with subframe accurate synchronisation, BeeSync removes one of the last barriers to adopting distributed media architectures — allowing organisations to simplify infrastructure without compromising the quality or precision of the immersive experience.

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Distributed Architecture in Action

NATIONAL MUSEUM OF QATAR
Future-Proofing a Landmark Cultural Institution

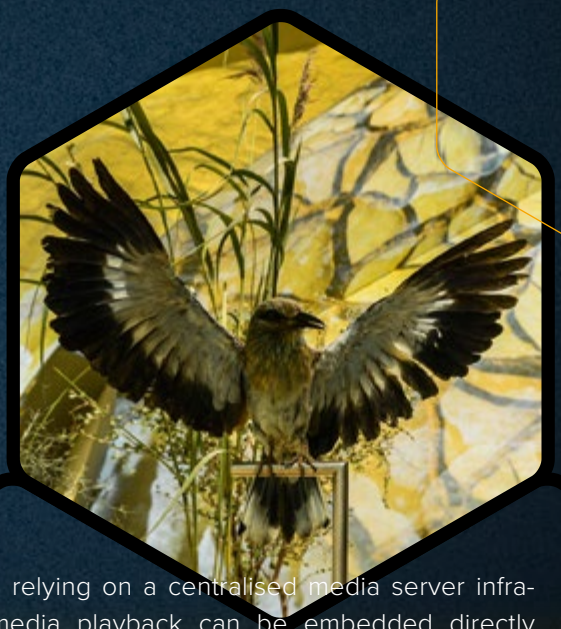
The benefits of distributed architecture are already being realised in some of the world's most ambitious immersive environments. From permanent museum installations to large-scale touring attractions, organisations are adopting a new approach that simplifies deployment while providing the flexibility to evolve over time.

Recognised as one of the world's most innovative museums, the National Museum of Qatar combines world-class architecture with immersive digital storytelling to bring the nation's history and culture to life.

To support the long-term evolution of its immersive galleries, the museum upgraded its visual infrastructure by adopting Panasonic's Intel® SDM-enabled projection platform together with HIVE's BeeBlade distributed media technology. The installation incorporates more than 150 Panasonic projectors, each equipped with a BeeBlade SDM media engine, creating one of the world's largest distributed immersive environments.

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128

Panasonic
3-CHIP DLP
PT-RQ25K
projectors

170

HIVE
BeeBlade SDM
media engines

Rather than relying on a centralised media server infrastructure, media playback can be embedded directly within each projector, significantly simplifying the overall system architecture while maintaining the visual quality expected from a flagship cultural institution.

This distributed approach provides the museum with greater operational flexibility, enabling individual playback devices to be upgraded or serviced independently as technology and exhibition requirements evolve. The result is a future-ready platform designed to support new content and experiences for many years to come.

„The evolution of immersive experiences requires infrastructure that is not only capable of delivering exceptional visual performance today, but also adaptable for tomorrow. The combination of Panasonic's projector technology and HIVE's distributed media architecture provides cultural institutions with a more efficient, scalable approach to managing complex visual environments."

Tony Molloy - European Projector Marketing Manager, Panasonic Connect Europe



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BBC EARTH EXPERIENCE, MELBOURNE

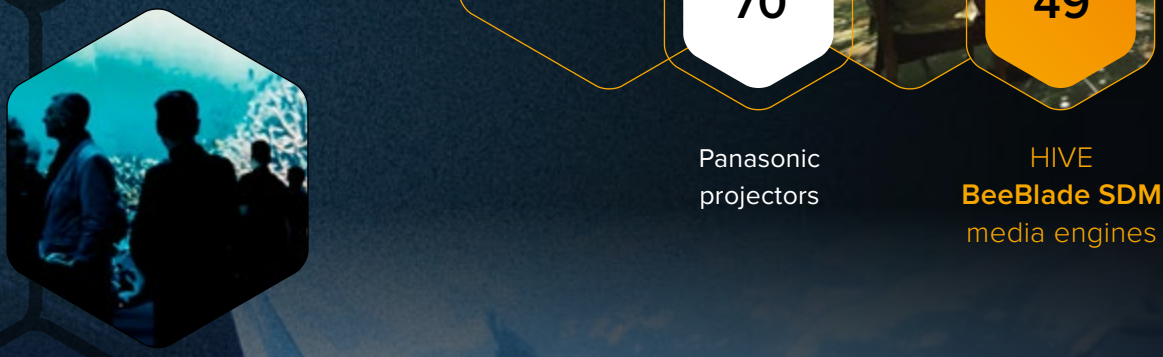
Scaling Immersive Storytelling through Distributed Playback

Following the success of the award-winning BBC Earth Experience in London, the attraction expanded to Melbourne with a new approach to media playback. For the first time, Australian AV specialist TDC deployed a large-scale immersive environment using HIVE's distributed media architecture integrated within Panasonic Intel® SDM-enabled projectors.

The installation features 70 Panasonic projectors, with 49 BeeBlade SDM media engines powering the main immersive projection environment. HIVE's BeeSync technology maintains frame-accurate synchronisation across a 127-million-pixel visual canvas, delivering seamless playback throughout the experience.

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Panasonic projectors

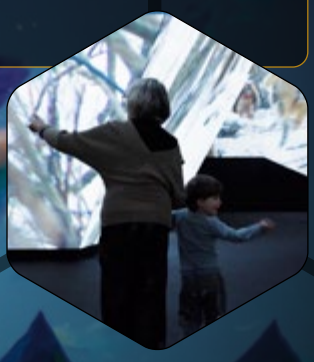
HIVE **BeeBlade SDM** media engines

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This distributed approach provides the museum with greater operational flexibility, enabling individual playback devices to be upgraded or serviced independently as technology and exhibition requirements evolve. The result is a future-ready platform designed to support new content and experiences for many years to come.

"The BBC Earth Experience Melbourne is the perfect environment for our range of SDM BeeBlade products. The Hive product range aligns with the environmental narrative, all our products meet strict guidelines from the BBC & Mooneye Productions to take responsibility and cut CO2 emissions, and most importantly to the experience - the full Hive range of products - BeeBlade, Beebox & Beehive provide rock solid reliable silky smooth playback to the immersive show, day in, day out. We are very happy to see over 90 of our products deployed and to see them performing HDMI frame accurate sync using our proprietary BeeSync technology. Our whole Hive team are all immensely proud of the BBC Earth Experience Melbourne and I am eternally grateful to our growing teams ongoing dedication to our brighter vision to revolutionise video playback for the industry we love."

Mark Calvert - Managing Director at Hive



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Conclusion

THE FUTURE OF IMMERSIVE DEPLOYMENT

The immersive experiences of tomorrow will be defined not only by the quality of their content, but by the intelligence of the infrastructure that powers them.

As audiences demand larger, more interactive and more dynamic experiences, traditional centralised media server architectures are becoming increasingly complex to deploy, manage and scale. Distributed architecture represents a new approach — one that simplifies infrastructure by moving processing closer to the display while maintaining the performance and precision required for world-class immersive environments.

By combining Panasonic's Intel® SDM-enabled projectors and professional displays, Intel® Smart Display Module technology and HIVE's BeeBlade distributed media platform, organisations can dramatically reduce infrastructure, installation time and operational costs without compromising creative ambition.

The benefits extend far beyond deployment. Greater scalability, modular upgrades, lower power consumption, reduced cooling requirements and simplified maintenance create a platform that is both operationally efficient and environmentally responsible. As demonstrated by pioneering installations such as the National Museum of Qatar and the BBC Earth Experience, distributed architecture is no longer an emerging concept — it is a proven technology delivering tangible benefits in some of the world's most demanding immersive environments.

Whether creating a permanent museum exhibition, a touring immersive attraction, a themed entertainment venue or a large-scale projection mapping installation, distributed architecture provides a flexible, future-ready foundation capable of evolving alongside new technologies, new content and rising audience expectations.

The industry is entering a new era — one where immersive experiences are no longer constrained by the limitations of centralised infrastructure. Instead, distributed architecture is establishing a new benchmark for how the next generation of immersive environments will be designed, deployed and managed.



READY TO EXPLORE WHAT‘S POSSIBLE?

› Contact us!

Speak with our specialists to discuss your requirements, explore deployment options and discover how distributed architecture can simplify your next installation.



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