



Jupiter on 21:9 Ultra-Wide Displays Revolutionizing Collaboration

Collaboration Today and Tomorrow chats with Jupiter's Sidney Rittenberg on how 21:9 ultra-widescreen better fits with how humans process information visually and how it helps improve collaboration.

Collaboration Today and Tomorrow: How will 21:9 ultra-wide displays revolutionize collaboration environments? How are they already doing so?

SIDNEY RITTENBERG: I believe 21:9 widescreen is a more natural way for our eyes to visualize what is laid out in front of us. This is as we have learned from first grade, with the super-wide blackboard, where the teachers go from one side to the other in a horizontal format. So, it's a natural progression, I believe, from the 4:3 box that we had in CRT, to the 16:9 broadcast format of today, into a 21:9 of tomorrow, which is something we actually pay money to go see in movie theaters in the ultra-wide format. It's a more pleasant experience. It does not give us the extra height on top or on the bottom for us to collaborate — for us to reach — if we go super wide and super large in the screen size. And 21:9 gives us more flexibility in going in and out of buildings and elevators and smaller spaces. You can transport,

logistically, much easier than a traditional 16:9 when you go up in size.

CT&T: With human eyes separated horizontally, ultra-wide is truly how humans process visual information, isn't it?

RITTENBERG: Yes, certainly. We see far more horizontal than we see vertical. So, we can absorb information a lot quicker and easier and more pleasantly with a super-wide format. And also adding more information that we want to share...that we want to collaborate with...that we want to see on a display. Expanding another third of display real estate. So, it makes more sense across the board.

CT&T: As an industry thought leader, how is Jupiter leveraging the 21:9 revolution to reinvigorate collaboration?

RITTENBERG: So, in 21:9, we didn't want to do a one-off product. We're dedicated; we're exclusive; we only do 21:9. And that means coverage from large to small.

And that is a key reason why we're rolling out our Flip Chip COB MicroLED product. We go from 265 inches down to our desktop size at 34 inches — complete coverage in the 21:9 format. And it's something that we intentionally set up to do in our original planning...in our engineering. And it's something that we're gradually rolling out.

Today, we have launched our Zavus product, which is a 0.7 dot pitch MicroLED videowall — direct-view videowall product. All the way up to 0.9 and 1.2 in the 5K 21:9 format. And then, we're launching our next gen, which is our Gen3 now, of the LCD-based 21:9 products. And we're bringing out new sizes as we move along toward the second half of the year. So, in addition to the Pana 105 and the Pana 81 we have today, we have the Gen3 products that we're about to launch. And the desktop product, which is really, other than a built-in system or a built-in computer, that's the only one [that brings] beauty for the desktop. It swings and tilts;



Sidney Rittenberg,
CEO, Jupiter.

it has a super wide coverage for the camera; mic array; big speakers in the back; it goes down to the drafting mode for our pressure-sensitive pen to utilize. So, it's a total desktop solution.

So, our 21:9 is, I believe, today, the only one in the world that offers a complete package of 21:9. We do certainly have plenty of others that we will hear about and see moving forward — others putting out a single 21:9 format among the 16:9 offerings — but Jupiter is certainly exclusive in 21:9.

CT&T: With respect to both sustainability and 21:9, it seems like Jupiter is an organization that's working to shake up the status quo and chart a new path.

RITTENBERG: Thanks for giving me the opportunity. We are certainly that. ○