



SHARP

Challenges

As the University of Virginia's McIntire School of Commerce embarked on a \$140 million campus expansion, it aimed to create a facility that reflected its forward-thinking approach to education. With a 60% increase in physical space and a strong emphasis on innovation, McIntire needed next generation display technology to support hybrid learning, foster interdisciplinary collaboration, and deliver visually rich experiences that could engage students and visitors alike.

Solutions

To bring this vision to life, McIntire collaborated with Sharp to design a fully integrated display system worth more than \$1.1 million. The solution included dynamic dvLED signage to increase visibility from the street, over 20 digital screens for seamless navigation and communication, and large-format displays customized for flexible, future-ready instruction. The Sharp products used include:

- **E Series** – dvLED 1.8mm pitch Video Wall, 162" diagonal FHD resolution.
- **FE Series** – dvLED 0.9mm pitch Video Wall, 165" diagonal 4K UHD resolution.
- **M Series** – 55" LCD Professional Display, 4K UHD resolution.
- **M Series** – 65" LCD Professional Display, 4K UHD resolution.
- **ME Series** – 43" LCD Public Display Monitor, 4K UHD resolution.
- **PA and A Series** – 10,000 Lumens 4K UHD Laser Projector.
- **PA and A Series** – 6,500 Lumen Laser Projector with 4K support.
- **PA and A Series** – 8,200 Lumen Professional Installation Projector with 4K support.
- **V Series** – 75" Ultra High Definition Professional Display.
- **V Series** – 86" Ultra High Definition Professional Display.
- **V Series** – 98" Ultra High Definition Professional Display.

Solutions

With the new displays in place, McIntire has redefined how it connects with its community -enhancing classroom engagement, streamlining communication, and creating powerful visual storytelling moments throughout the building. The system also supports public-facing content, extending the school's reach beyond its walls. Backed by Sharp's reliable technology and ongoing support, McIntire now offers an environment built for today's learners and tomorrow's leaders.

Designed for Discovery: How UVA's McIntire School is Shaping the Future with Sharp

As part of a \$140 million renovation and expansion initiative, the University of Virginia's McIntire School of Commerce set out to build a cutting-edge facility aligned with its progressive academic vision. The project introduced a new 100,000-square-foot building, expanding the school's physical footprint by 60%. To support this transformation, McIntire required advanced display technology capable of enabling hybrid learning, enriching cross-disciplinary storytelling in fields like business and medicine, and delivering immersive visual experiences for students and visitors alike.

Display Tech Takes Center Stage

Spearheading this effort was Bryan Lewis, Assistant Dean of Operations and Chief Information Officer at McIntire, who joined the expansion project efforts in 2015. Both he and the university's AV team strongly favored Sharp's solutions, prompting a strategic and integrated approach to deploying next generation display systems.

Working closely with Sharp's sales team, UVA crafted a comprehensive Sharp display solution valued at over \$1.1 million. The deployment spanned classrooms, a visualization lab, and large-scale projection and display installations throughout the new facility.

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Key features included dvLED signage facing the street to boost visibility and branding, over 20 digital signs for real-time navigation and communication, and large-format displays tailored for hybrid instruction and long-term adaptability. Rather than treating display technology as an afterthought, McIntire intentionally designed the facility around it, ensuring the digital infrastructure aligned with the school’s academic mission.

The Sharp implementation has transformed how McIntire communicates, educates, and engages. Digital signage now plays a central role in storytelling and information sharing, enhancing the student experience and preparing learners for careers in a digitally connected world. Thanks to the high brightness and reliability of Sharp’s dvLED and display products, the technology also serves as a public-facing engagement tool, delivering dynamic content across both interior and exterior displays.

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The installation was closely coordinated with Sharp’s team, who remained involved throughout to ensure a successful rollout. The team-maintained flexibility and refined AV goals as they went along, to deliver the best possible outcome.

An A+ Collaboration

Having partnered with Sharp for nearly two decades, Lewis emphasized that the company’s strength lies not only in product quality but also in its exceptional support. “Every Sharp employee we’ve worked with truly understands their product and is willing to go above and beyond to ensure success,” he noted. “In higher education, where technology life cycles and budgets are always under scrutiny, that kind of reliability and partnership is invaluable.”

With its expansion now complete, McIntire is well-positioned to fulfill its mission of preparing students for the modern business landscape. Sharp’s display solutions have become a foundational element of that vision, demonstrating how thoughtfully integrated technology can drive innovation and connection.



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