

Customising Signage Software Solutions

Digital displays are more than just eye catching signage solutions. Rather, they are an integrated display system that combines electronic and information processing technology to display anything from static and scrolling text, to graphics, images and full colour videos.

In the case of an LED display, a screen is made up of a number of LED modules each containing many individual LEDs. These modules are operated by a control box that manages sophisticated software systems to create one seamless display. On a standard scrolling sign the LEDs are turned on and off in sequence giving the appearance of movement. On a full colour video screen the LEDs are in clusters of red, green and blue that light up as instructed by the control software to create the correct colours and images.

The type and complexity of the software required to operate a digital display will depend on the type of content. In the case of a recent scoreboard installation by LED-Signs, at Anglican Church Grammar School (known as Churchie) in Brisbane, the software needed to be customised to meet the specific needs of the school.

"Churchie were keen to make the most of their large 2.7m x 4.9m, full colour, outdoor



display," says LED-Signs' Operations Manager, Scott Cloughessy. "Incorporating scoring functionality for cricket, AFL, rugby union and soccer as well as full colour graphics and video of live play and replays meant that we needed to design a custom software solution that would allow operators of the scoreboard to switch simply and seamlessly between the various functions of the screen," adds Scott.

To achieve this, LED-Signs developed an exclusive all in one package controlled from a single PC, doing away with the need to purchase expensive mixing and production control systems. "This development was

undertaken to suit the specific needs of Churchie at a fraction of the cost of competing scoreboard control systems," says Scott.

Multi-panel LCD displays also require control software to manage content effectively. Software developed by LED-Signs gives operators the ability to schedule content as well as show multiple displays from multiple sources on one video wall.

Content control is an essential element of any digital display and LED-Signs' ability to offer customised software systems means that it is able to offer a digital signage solution that maximises the functionality of any digital display.



Installation News

Hermès Animated LED Display

Hermès latest window display in their CBD store in Sydney features an innovative LED animated artwork by London based artist, Julian Opie.

The eye catching artwork is displayed on a full colour, 10mm pitch, indoor LED screen with full video capabilities. LED-Signs worked closely with representatives of Hermès to test the artistic content prior to installing and commissioning the display.

Julian Opie is a visual artist who uses a variety of mediums including paint, granite, silk screen and LED animation to present items and activities of everyday life.



Industry Trends

Signage as a Design Feature

LED signage is fast becoming an important design element with more and more organisations considering the advantages of incorporating signage into the overall design of their buildings.

Perth's Central Institute of Technology has a new custom designed scrolling message sign that forms part of an architectural feature that integrates LED signage and a black pole that flows both internally and externally throughout the building. Other applications include ceiling suspended video displays and multi panel LCD walls that can bring brand imagery to life!

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DID YOU KNOW?

People are more likely to read an LED sign over other forms of signage because they have become conditioned to expecting important information such as flight and train schedules on LED signs. This, coupled with the fact that an LED sign incorporates movement and can be programmed make it a very effective signage option.