

LED-Signs Meets the Challenge

The LED-Signs installation of two full colour graphic LED screens to display stock exchange data on the 41st floor of Perth's second tallest building has probably been our most challenging to-date!



Both screens needed to be fitted to an external steel structure with one sign actually counter levered several metres in free space. Below is Perth's St George's Terrace, one of its busiest streets, so the LED-Signs construction and installation team needed to comply with strict OH&S and council requirements.

"This installation replaced two existing signs that had become dysfunctional," said Philip Brown from the ASX. "LED-Signs was able to provide us with a total solution. In fact, their offering was well above that of their competitors. They were able to offer a solidly constructed sign that could stand up to the environmental conditions experienced on the top of a 41 storey building!"

The installation presented a number of complexities for the LED-Signs team. "Access was a particular issue on this job," says David Williamson, LED Signs, Project Manager.

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"Firstly, we had to dismantle and remove the existing displays, then get two new 19 metre by 1.8 metre signs up to the roof of the Perth Exchange building." This was achieved by breaking the signs down into 15 components each, transporting them up in the goods lift and carrying out assembly on the roof.

The weight of each sign (exceeding 2 tonnes each) meant that the supporting framework had to be re-engineered and totally refurbished with significant structural alterations to comply with current guidelines. Again, the framework was fabricated off site in sections, with additional fabrication, variations and assembly work occurring on the roof.

"Adding to the challenges of this job was the fact that we were working off the side of a 41 storey building where we needed to construct scaffolding and a number of counter levered work platforms," says David. "Safety was of the utmost importance here, so we worked with the building manager to ensure that our team, as well as the pedestrians below, were fully protected during construction."

"We could not fault LED-Signs' management of this project," says Philip. "The job was completed on time, they raised issues that we were not aware of and could always find solutions to the challenges that arose."

The decision to choose LED signage was made because LED is the only medium that has the clarity and brightness to be seen from the distances required. Immediately following the installation, the ASX received a number of calls commenting on the quality of the display.

LED-Signs' relationship with the ASX is expected to continue with the installation of a number of LED displays planned for the next 12 months.

DID YOU KNOW?

On an LED display pixels are made up of one, or a cluster of, LEDs with each pixel delivering a single point of light or colour. Pixels can be close together or far apart depending on the desired viewing distance. A higher resolution sign has a greater number of pixels per square metre.

The pitch of an LED display is the distance between the centre of two pixels. The smaller the pitch, the crisper and more realistic the image will be, especially when viewed from shorter distances.

Industry TRENDS

Community Sporting Clubs

More than ever, local community sport clubs are recognising the benefits of installing an LED scoreboard.

And why not? LED scoreboards can be adapted to any sporting application, programmed for multiple scoring displays (ie: cricket in the summer & football in the winter), used to promote sponsors, and are supported by user friendly scoring systems.

Hard to Miss

Blacktown Workers Club, NSW

The Blacktown Workers Club's new full colour LED signs are hard to miss. The two 4 metre wide signs, one affixed to an external wall on a busy corner in the Sydney suburb of Blacktown, is well placed to attract the attention of passing traffic. The second placed above the main entrance, informs patrons of events and performances.

LED-Signs provided everything, from specification through to installation. Messages can be updated instantly to reflect promotions and entertainment events using LED-Signs' user friendly software. This sign is low maintenance, economical to run and should last for up to 100,000 hours.

