

## Recognising Digital Media

### New ASGA Award Category

David Hay, of the Australian Sign and Graphics Association (ASGA), has recently announced that the 2012 ASGA Sign Excellence Awards, to be held in Sydney on 25 September 2012, will see the introduction of a new DIGITAL MEDIA award category.

The ASGA is the peak body representing sign makers and installers, throughout Australia. With over 470 members spread across all states the ASGA encourages high standards from its members and seeks to enhance professionalism within the industry.

There have been many advances in sign technology during the ASGA's forty years representing the sign and graphics industry in Australia. Not only have these changes been embraced, and in some cases instigated, by members they have been reflected in the evolving nature of the ASGA Sign Excellence award categories.

As a result, this new award is designed to recognise the skills required to integrate

quality digital media such as LED or LCD into a total signage solution. "As the use of digital media increases in the sign industry, so do the skills of our members," says David. "Successfully incorporating digital componentry into a sign requires the sign maker to use his design skills and eye for detail so that the digital element becomes a seamless part of the sign," he adds.



LED-Signs is pleased to be sponsoring this award and to be a Gold sponsor of the 2012 ASGA awards night. "With digital technology fast becoming a sought after signage component, the ASGA is to be commended on the introduction of this award," says Richard Soussa, LED-Signs CEO. "It is important that the industry

## Digital Media Award

### Category Description

This award covers signs that successfully integrate quality digital media such as LED or LCD into a total signage solution. The entry should reveal the ability of the sign maker to skillfully incorporate digital componentry into a sign with particular attention to the quality of the design, craftsmanship and finish. The entry must show the variety of digital changes occurring in the sign.

Signs may include pylon, directional, way finding, advertising and architectural applications.

recognises the skills required of the sign maker to deliver a quality digital signage solution," adds Richard.

Entries open on the 25<sup>th</sup> February and can be made by visiting the ASGA website ([www.signs.org.au/sign-awards.2012](http://www.signs.org.au/sign-awards.2012)) or by contacting LED-Signs ([marketing@led-signs.com.au](mailto:marketing@led-signs.com.au)).

## Installation News

### Gold Coast Airport

Gold Coast Airport's new car park guidance display was designed, supplied and installed by LED-Signs.



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The large 3.85 metre x 4.55 metre sign incorporates four red, outdoor, LED screens that display live parking information for four separate parking stations. Additionally the sign features a full colour 0.9 metre by 4.55 metre, outdoor LED graphic advertising display.

LED-Signs managed the whole project from the customised software to interface with the Sabar parking guidance system as well as the design and engineering of the superstructure supporting the sign.

Gold Coast Airport, in Coolangatta, QLD serves both domestic & international travellers. It is Australia's 4th busiest international airport and has parking for over 2,500 vehicles.

## Industry Trends

### Full Colour Overtakes Single Colour

Technological advances and improving costs have seen the popularity of full colour LED displays increase during 2011.

A full colour graphic screen provides the user with the flexibility to display both text and colour images. If the screen has video capabilities it can also display live video and replays. Colour screens are eye catching and can improve the effectiveness of advertising and promotional messages.

During 2011 LED-Signs' sales of full colour displays grew by a staggering 200%. This growth came primarily from the hospitality, retail, safety, and sporting (scoreboards) sectors. It is expected that full colour displays will continue to be the preferred option in 2012 and beyond.

## DID YOU KNOW?

LED displays can be configured in any size because they are made by combining a number of individual LED modules to create a single screen. These modules are then managed by sophisticated software to create one seamless display.

The largest high definition LED display in the world is 1,440 metres square and is located at the Charlotte Motor Speedway in North Carolina, USA. The 60 metre wide by 24 metre high full colour video display is made up of 158 sections (consisting of many modules) and an incredible 900 million LEDs.