

## INTRODUCING LEDintelligence

Welcome to issue no. 1. LEDintelligence will keep you informed of the latest technology, emerging trends and major industry projects in the LED signs industry.

## Exclusive Tecnovision Distribution Agreement

LED-Signs Managing Director, Richard Soussa, recently announced an exclusive distribution agreement with leading Italian LED (light emitting diode) technology manufacturer, Tecnovision. Tecnovision is a market leader in Europe with more than 1,100 LED installations in 77 different countries worldwide.

"This agreement gives LED-Signs the exclusive rights to distribute Tecnovision's high quality LED screens in Australia and New Zealand," says Richard. "The Tecnovision product is designed and manufactured in Italy and will complement our own range of quality LED signs, screens and scoreboards," he says.

LED-Signs is already a leading provider of electronic sign technology in Australia and New Zealand. LED-Signs

combine quality design, longevity, and environmental toughness.

Under the distribution agreement LED-Signs will market Tecnovision's range of video screens including market leading TL range which delivers SMD (surface mount diode) waterproof technology and brightness exceeding 8000 nit, as well as the NET range of lightweight and portable screens.

"This agreement furthers LED-Signs' commitment to being a leader in the Australian and New Zealand LED market place," added Mr Soussa. "The quality and reputation of the Tecnovision product means LED-Signs is well placed to attract the attention of major sporting venue projects."

The finalisation of this agreement follows the integration of the Computronics' signs business in 2010 and reinforces LED-Signs' position as one of the largest LED sign technology companies in Australia & NZ.

## Urban Art

### Darwin Waterfront, NT

The recent installation of multiple LED displays on the Darwin Waterfront is an excellent example of how LED technology can be successfully used as an 'Urban Art' application.



The LED-Signs installation of 11 full colour RGB screens are controlled through a centralised software management system that allows the user to create unique graphical effects on each display screen. The displays are super bright and clear in direct sunlight and are able to withstand the often harsh Northern Territory weather.



Scoreboard installation 106m<sup>2</sup>, Bellerive Oval, Hobart

## DID YOU KNOW?

There are a number of theories surrounding the discovery of light emitting diode (LED) technology. The most common being that a group of American scientists began developing the technology in 1962. But more recent opinion is that Russian Oleg Vladimirovich Losev invented LEDs in the early 1920s after noticing that radio receiver diodes emitted light when a current passed through them.

Whoever the inventor, the first LEDs were expensive to produce and had very low light output. But the technology has developed over many years to the point where today it is used in everything from calculator and mobile phone screens to traffic signals, high tech scoreboards and video screens.

## Industry TRENDS

### Awning signs

An increasing number of architects and designers are incorporating LED signs into their plans

In particular, single line scrolling signs are being integrated into commercial properties because they are modern, flexible and very effective communication tools.

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