

More than Just Signs

Digital displays are fast becoming an important design element with more and more organisations considering the advantages of incorporating LED or LCD into the overall design of their buildings and/or places of business.



Eye Catching Animated LED Artwork

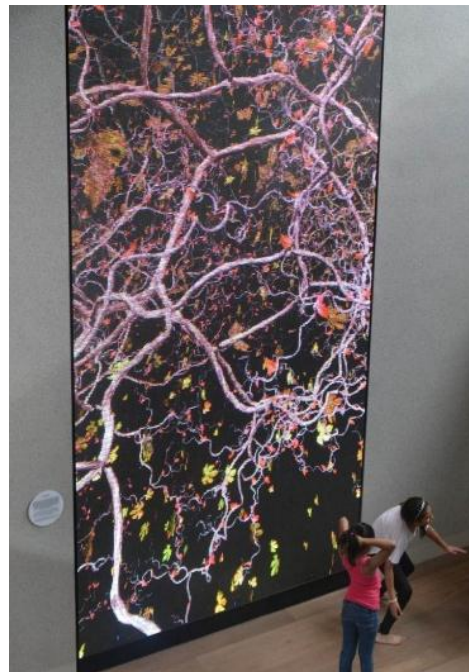
Hermès recent window display in their CBD store in Sydney featured an innovative LED animated artwork by London based artist, Julian Opie.

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 the display.

Graphic Artist Display

The custom designed, full colour, animated LED digital display in the foyer of the QT Hotel on the Gold Coast enhances the unique and quirky holiday atmosphere of this chic hotel. Supplied & installed by LED-Signs this 10mm pitch, RGB, LED screen is 7m high by 2.5m wide and was specifically designed to display an animated artwork by well-known US digital artist, Jennifer Steinkamp.

The large vertical screen is recessed into the wall and includes specialised ventilation and a live video screen controller.



Café Installation

A large state of the art, full colour RGB screen in a high traffic café is more than a powerful communications tool, it is an impressive design feature.

Installed by LED-Signs for a large financial sector participant, the 6mm pitch screen with a display area of approximately 3.1m by 1.65m is situated in a staff café.

LED-Signs worked with an AV provider to install a control system to manage the screen's content. The screen displays menu selections, environmental messages and is also capable of displaying full colour video and live TV.

Animated LED Artwork for the MCA

Warrang, an impressive animated artwork by indigenous artist Brook Andrew, is an eye catching feature at the entrance of the Museum of Contemporary Art, Sydney.

The artwork consists of a custom designed, arrow shaped, 10mm pitch, RGB, outdoor, LED display with metal and timber fabrication.

This complex project required all stakeholders to work closely together to ensure the artwork's cabinetry and the critical animated elements of the display met both the artists' and museums' criteria.



DID YOU KNOW?

LED-Signs will be launching its exclusive transparent bezel LCD screens at the AGE in Sydney. The revolutionary Transparent Series has an intelligent bezel that delivers a completely seamless, high definition, multi panel display. With no size restrictions, the Transparent Series replaces the need for projection screens. Come and see these impressive screens in action on stand 2213 from August 21 to 23 at the AGE, Sydney Exhibition Centre.