

AV Specialists

LED-Signs' has recently expanded its business to include integrated Audio Visual systems and solutions. This new specialist business unit consists of a number of specialist staff that have extensive product knowledge in large format displays, digital advertising and content management. The team will be supported by LED-Signs' established project management and software development engineers.

"We are building on the momentum gained following the successful launch of our multi-panel LCD video walls last year," says Richard Soussa, LED-Signs' CEO. "This momentum, coupled with the demand for high quality recreation and entertainment facilities in the hospitality sector will result in an increase in the need for customised AV solutions that can attract and entertain patrons."

LED-Signs' AV offering is a total solution that includes design and manufacture right through to installation, training and ongoing service. Hardware will include multi-panel LCD video walls, high resolution LED screens and free standing LCD totem displays.

"In order to assist our clients to fully maximise the benefits of using large screen technology our AV solutions will also include an optional content



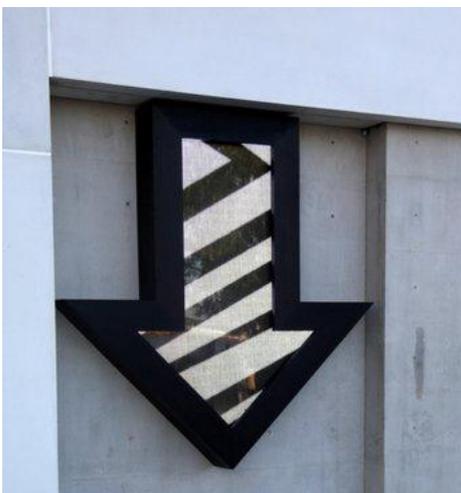
management service," says Richard. "If necessary we can handle everything from content development, through to management and distribution," he adds.

LED-Signs' content management services can include:

- Design assistance for text messaging, graphic & video content
- Centralised scheduling of advertising and other content at any interval required

- Content distribution across a digital signage network

A highlight of the LED-Signs AV range is its revolutionary transparent bezel, multi panel LCD series. "This innovative series of LCD panels feature an ultra-thin, transparent bezel which gives the impression of a completely seamless screen that allows the content to be the hero of the display," adds Richard.



Installation News

Warrang – Animated LED Artwork

LED-Signs recently worked alongside Neolite Neon, FM Engineering and well known indigenous artist Brook Andrew on Warrang, an impressive animated artwork for 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 project is an excellent example of

what can be achieved through the collaboration of a number of industry experts.

Neolite Neon and LED-Signs worked closely with the artist to ensure that the most suitable LED screen was used to display the artwork. Additionally the complexity of the display meant that co-ordinated technical support was necessary to ensure the animated artwork met the artists' and museums' criteria.

DID YOU KNOW?

An LED TV is not an LED screen! Many consumer televisions are being sold as LED TVs but these so called LED TV sets are actually LCD (liquid crystal diode) televisions that use LED (light emitting diode) lighting to back light the screen. Traditionally LCD TVs use fluorescent CFL lighting but the size of LED lights means that manufactures can produce thinner and thinner televisions.

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