

Creating a Good First Impression

LED-Signs' stand at designEX 2013 not only attracted the attention of many architects, designers and project managers, it was so impressive that it will appear in the Better Homes and Gardens design feature to be aired on 28th June on Channel 7.

DesignEX is Australia's longest-running design and architecture event and this year's show, at the Melbourne Convention & Exhibition Centre attracted thousands of industry professionals.

"It was important for us to make a good impression as this was the first time we have exhibited at designEX," said LED-Signs' CEO, Richard Soussa. "And I think we achieved that! Our custom built staircase as well as our circular LED pylon, featuring flexible LED panels, were both excellent examples of how LED displays can be more than just signs."

The 3 metre high circular pylon was clad in our revolutionary flexible LED modules. These modules can be fitted to almost any curved surface producing versatile, high impact displays suitable for most artistic & architectural applications. This technology is suitable for indoor & semi-outdoor installations and is suited to internal curvatures of 200mm radius or external curvatures of 100mm radius.

Our custom built staircase combined two LED products linked together by

communication software to enable a continuous display. The background screen featured a lightweight curtain LED display. This product is easy to assemble & highly suited to large format indoor or outdoor advertising or artistic displays. The modular design means that displays of any size can be simply configured and are especially ideal for outdoor applications with long viewing distances. The staircase risers were fitted with 10mm pitch, RGB display modules. "Both products are full colour, video displays," says Richard. "And our communication software meant that the entire installation was able to display eye catching and seamless video content."

Also on display was a large, full colour, 4mm pitch, surface mounted diode (SMD) display that offers designers an impressive, high resolution display option. The miniature nature of the SMD technology, resulting in clusters of red, blue & green diodes, means that the screen generates superior quality graphics, images & video displays.

"We believe that LED displays come to life when integrated into the architectural landscape to form part of

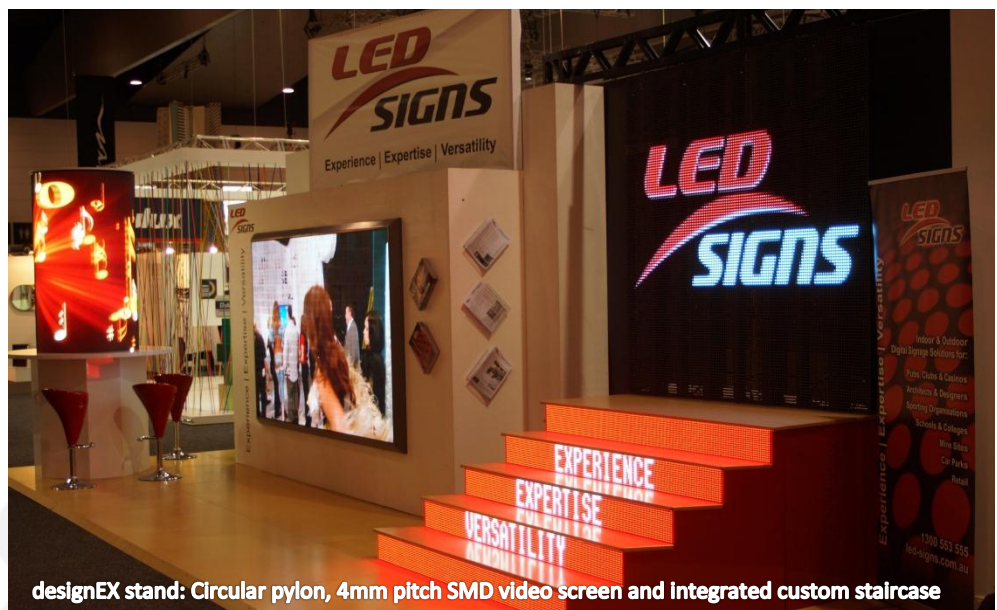
the structure rather than simply being attached," says Richard. "LED signage technology has definitely come a long way from the days when it was used as simple variable message boards and LED-Signs are committed to developing an innovative and flexible architectural product range that has both artistic and communication value," adds Richard.



Circular pylon: 8mm pitch, flexible LED video display



Integrated custom staircase: 16mm pitch curtain screen & 10mm pitch LED modules



designEX stand: Circular pylon, 4mm pitch SMD video screen and integrated custom staircase

DID YOU KNOW?

LED-Signs' impressive, custom made LED staircase will be featured on **Better Homes and Gardens** on Channel 7 at 7:30pm on the 28th June. Don't forget to tune in! Call 1300 553 555 to get more information about our Architectural & Design solutions.