

## LED-Signs Sponsors ASGA's Inaugural WA Golf Day

LED-Signs are proud to have been the major sponsor of the inaugural Western Australian ASGA Golf Day on 16<sup>th</sup> March. The Ambrose style event, organised by Vernon Kingman of Kingman Signs in Perth, was attended by almost 80 members of the ASGA (Australian Sign & Graphic Association) and pronounced a success by all.

"Being involved in this event provided a great networking opportunity for everyone and presented us with the opportunity to strengthen our relationship with the sign companies of WA," said Scott Cloughesy, National Operations Manager, LED-Signs. "We are currently in the process of opening a new office and showroom in Perth," adds Scott. "This showroom is designed



### Perth Office & Showroom

250 Beaufort St, Perth.

1300 553 555

Opening April 2012

to be a space where sign companies can view the many applications of LED and LCD componentry. Sign companies will also be able use the showroom as an extension of their own office space by bringing their customers in so they can gain an understanding of how a digital signage solution can meet their needs."

Played at Collier Park, the competition was intense but friendly with the eventual winners being the team from Project Engraving. Second and third place getters were Signage WA and Palmer Signs respectively.

Congratulations to the winning teams!

## Industry Trends

### Trailer Mounted Signage

Trailer mounted displays are fast becoming a popular signage option primarily because they are flexible, easy to transport and set up.

A good quality mobile LED display will



include a solar power option and incorporate reliable communication interfaces meaning that the sign can be placed almost anywhere and remotely programmed.

Mobile roadside LED displays offer flexible, portable solutions for traffic management and advertising. These signs can be quickly updated to reflect changes in traffic flow and are a cost effective way to attract the attention of passing customers and promote sales.

Trailer displays can also provide scoreboard functionality for sporting organisations and schools and can provide assistance with parking and crowd management when required.

### DID YOU KNOW?

LED applications are only limited by our imagination!

When Mercedes Benz wanted to promote its new zero emission F-Cell hydrogen vehicle, the company decided to make the car disappear into its surroundings. To achieve this Mercedes covered one side of the vehicle in LED-embedded flexible mats and placed cameras on the other side to take video and feed it back to the LED mats. This clever use LED display technology made the car appear as if it was invisible to onlookers (see below) emphasising its zero emissions status.

[Click here to view video.](#)



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