

Relationships New & Old

Summing up a year in just a few words is no easy feat. But it is probably fair to say that without solid ongoing relationships and the building of new ones there would be nothing to say at all!



Apart from 2013 being close to LED-Signs' 10th year in the electronic signage industry, it was a year of major projects and considerable planning for a big 2014.

"2013 was a very busy year for all areas of our business," says LED-Signs CEO, Richard Soussa. "Not only was our impressive LED stair case featured on Channel Seven's Better Homes and Gardens program, we also worked on projects for major Australian organisations such as Telstra, Crown Perth, the ASX, oOh! Media and The Randwick Club."

"Critical to the success of our business are our ongoing relationships," says Richard. During the year LED-Signs continued the roll out of electronic signage at Crown Casino in Perth. Along with a number of integrated parking signage systems, a large indoor super screen (6.3 x 1.5 metres) was

installed at the entrance of the Riverside Casino. This signage complements the outdoor Dome Tunnel billboard and the two video advertising screens at the theatre and convention centre which were designed and installed by LED-Signs in 2012.

It is hard to miss the striking electronic billboard at the entrance to Telstra's new 'Future Store' in the Melbourne Central Shopping Centre. The 3.8 x 2.9 metre video is installed on a moveable, hinged frame at the entrance to this innovative store. LED-Signs worked with the store designers to ensure that the 900 kg screen could be repositioned easily depending on whether the store is open or closed.

LED-Signs also completed the installation of 11 LED stock price boards in Qantas Clubs and Chairman's lounges at capital city airports throughout Australia. Each full colour, graphic display was

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custom made to suit the individual lounges and are interfaced to ASX software feeds to display live stock exchange data.

As part of a rebranding project, LED-Signs has begun working with The Randwick Club in Sydney to supply a range of outdoor signage solutions. A 3.7 metre custom designed LED illuminated static sign has been installed at the entrance to the club. This sign will shortly be complemented by a large double-sided outdoor billboard and an impressive 8 metre long scrolling awning display. All the signs for this project have been custom designed by LED-Signs with the council approval process also managed by the LED-Signs' project team.

“We are very proud of the diversity of our client base as well as the innovative nature of our product offerings,” comments Mr Sousa. “During 2013 we custom designed a LED tidal display for the Port Hedland Authority and worked with oOH! Media and APN Outdoor to deliver three LED scoreboards to display up to the minute cricket scores in Melbourne, Sydney and Brisbane. We also supplied and installed a 30 metre long full colour display at the WA Art Gallery. This installation required minimal framework and no onsite drilling so the gallery’s valuable art collection was not damaged by vibration.”

Significantly LED-Signs expanded its signage solutions to the schools sector in 2013. Product



Port Hedland Authority, WA

offerings now include budget, classic and premium electronic packages which can range from single pole, 2 line LED signs to custom designed, 4 line, full colour pylon displays.

2014 is set to be another busy year for LED-Signs. “We are currently working on a large scale project with a major retailer,” says Richard. 2014 will also see LED-Signs further expand its product range. “Part of our plan for the year is to build on our experience and expertise in the hospitality sector by offering full signage solutions,” adds Richard.



Cricket Scoreboard, QLD

“We will continue to develop relationships and deliver intelligent signage solutions to our clients.”