LED SIGNS

LED Intelligence
September 2012 Newsletter

Recognising Digital Media

The ASGA Digital Signage Awards, held at the Darling Harbour Ballroom in Sydney on 25th September, was a resounding success for more than one reason. Not only where there 300 guests present to see over 70 awards presented in 21 categories, 2012 also saw the introduction of a new Digital Media category.

This new category recognises the many advances made in sign technology during the ASGA's forty years representing the Australian sign and graphics industry. Many of these changes have been embraced, and in some cases instigated, by ASGA members and this new category reflects the evolving nature of the Australian signage industry.

The Digital Media award is designed to recognise the skills required to integrate quality digital media such as LED or LCD into a total signage solution. "As the use of digital media increases in the sign industry, so do the skills of our members," says David Hay, ASGA Chairman. "Successfully incorporating digital componentry into a sign requires the sign maker to apply his design skills and eye for detail so that the digital element becomes a seamless part of the sign," he adds.

The new award category attracted 25 entries from all over Australia with both LED and LCD technology represented. The winning entry, RMIT, by Adherettes in Melbourne is an impressive digital display that integrates a unique sign cabinet, designed to suit the architecture of the RMIT University buildings, and a 23 metre custom made, tri-colour scrolling LED sign. The sign is suspended in a large atrium area and can be viewed from all sides, including the top, meaning that
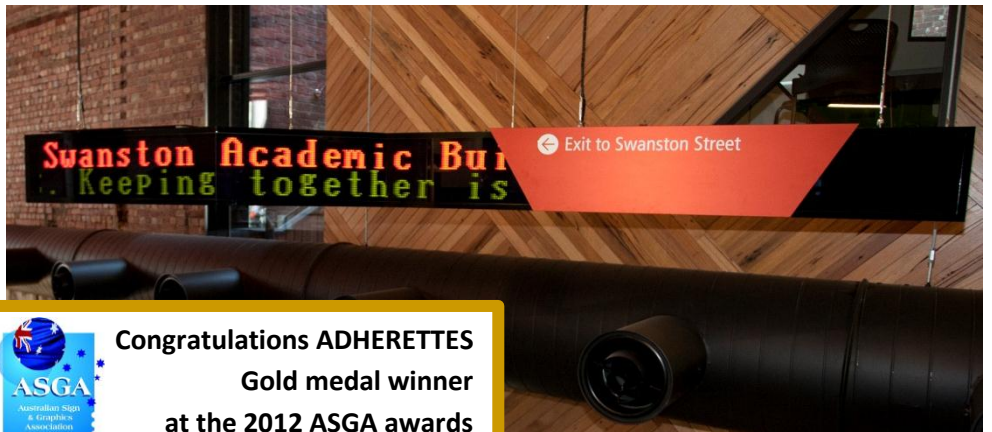
Congratulations ADHERETTES
Gold medal winner
at the 2012 ASGA awards

fixing points needed to be kept to a minimum. The display also incorporates custom developed message software and LAN communication that allows simple and instant message updating.

The silver and bronze winners by Barrier Signs and Kingman Signs respectively, also demonstrate how digital media and traditional signage techniques can be successfully integrated.

"The quality of all the entries was extremely high, which made the judges' job very difficult and resulted in a number of entries just missing out on awards," says David. "Notably, an entry by Neolite Neon, Warrang, stood out as

an excellent example of what can be achieved through the collaboration and skill of a number of industry experts," David adds.

Warrang, a digital media artwork commissioned by the Museum of Contemporary Art in Sydney, brought together renowned indigenous artist Brook Andrew, metal fabrication, LED componentry, operating software, laminated glass and timber work to produce a one of a kind, land mark installation. The number of elements in this display required the sign maker, Neolite Neon, to manage complex structural, assembly and mounting plans while paying close attention to producing a high quality digital display.

Other entries by Signaramma Blacktown and Ecept Signs also attracted the attention of the judges.

Overall the ASGA awards were an excellent celebration of the skills and craftsmanship of the Australian Sign Industry - Congratulations to all entrants and winners!

DID YOU KNOW?

LED perimeter fence signage is one of the fastest growing advertising mediums for Australian sporting organisations. Internationally, the English Premier League (Soccer), Indian Premier League (Cricket), and South African rugby have been leaders in using this type of technology to generate income. The ability to sell high quality, graphic advertising space to multiple advertisers has seen Australian sporting codes such as the AFL, NRL and NBL embrace this technology. Advertisers also benefit greatly, as advertising messages can be quickly and inexpensively updated with recall of digital advertising messages greater than traditional static signage.

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