

### designEX 2013

### Circular LED Column



#### Location:

designEX, Trade Show, Melbourne, VIC

#### Brief:

Custom design an impressive circular pylon display to demonstrate that LED technology can be a versatile and striking design feature.

#### Solution:

- Custom built 3 metre high circular pylon
- Full colour (RGB) flexible LED display
  - 8mm pitch
  - Video display
  - Indoor / semi-outdoor
- Modular LED construction

This flexible LED product is suitable to indoor and semi-outdoor applications and has an:

- Internal curvature radius of 200mm
- External curvature radius of 100mm



DesignEX is Australia's longest-running design and architectural event.

This year's show at the Melbourne Convention & Exhibition Centre was the 25<sup>th</sup> and attracted many of Australia's leading suppliers to the design and architectural sector as well as thousands of industry professionals.

