



Waikiki Shopping Centre Digital Pylon Sign





Enhanced shopping experiences are becoming expected in our digital rich culture... so much so that globally there is a major push towards modern design, ambient lighting and ... of course ... digital signage.

Mirroring the dynamic digital experience in-store, the external faces of retail outlets are also transforming with digital entrance pylon signage promoting tenant outlets and supermarket specials. In line with this trend, shopping centres

static to digital signage conversions is growing apace in WA.

Converting from a static pylon to a digital signage pylon is a trend that is taking off in Perth's suburbs.

Waikiki Village Shopping Centre, in Rockingham's south, is one such recent transformation – with NMA Commercial commissioning a stand-out 9 metre tall pylon installed in July 2016 at the entrance to this popular local retail centre.

To get the ball rolling, our team designed the new pylon and obtained the necessary engineering and

council approvals. The new framework and cladding, with room for an illuminated logo and 6 tenant opal acrylic light boxes, measured 9 metres high by 4.5 metres wide. In the central digital area we installed double-sided 20 LED digital tiles run by Brightsign software.

Following in-house construction in our workshops, the finished sign was transported to Rockingham on two low-loaders requiring extensive lifting and traffic management. The installation team used cranes to lift and position the sign into place, with final commissioning of the digital tiles done on site.



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The challenges of movement and installation of a sign of this size and delicacy cannot be understated, but with careful planning and rigorous controls in place, the project evolved like clockwork. The major considerations for this project were:

Technical:

Integration of wireless internet to the screens, with the signal fed from PC to the sign through nano stations - this means that content can be updated from up to 1km distance from the sign (for added convenience it doesn't have to be done on site!);

Logistical:

Manufacture of the steelwork and faces was all done in-house demonstrating our in-house capabilities to make signs up to 10 metres dimension.

Transport:

With two artics and escort cars both front and rear, taking the finished signs to site was a major job, especially in terms of protecting the digital screens already in situ.

Check out the time lapse video of this sign under construction and installation.



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WAIKIKI
VILLAGE
SHOPPING CENTRE

SUBWAY

To discuss your own digital signage strategy
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