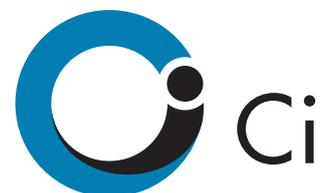




Australia's leading LED display experts today offer an astonishing product choice.



There is LED display for every occasion, and one company in Australia is able to offer you a turnkey answer for whatever your needs may happen to be. These days it is fair to say that Ci (Corporate Initiatives) provides access to the most comprehensive range of LED products in Australia.

The company also presents as the most technically capable in Australia for the category. Ci is responsible for many of the most innovative LED projects in Australia and is recognized as being more knowledgeable, not just for LED but for digital display in general.

Indoors LED is fast gaining ground with far more screen locations now viable than previously.

From shopping centre plazas to billboards, from Australia's best stadiums to Australia's best civic precincts, from retail signposting to commercial building signage, from school signage to light transparent media facades, Ci can provide something suitable for every possible application of LED display. Brands represented include VideroLED, Samsung, NEC, LG and Panasonic.



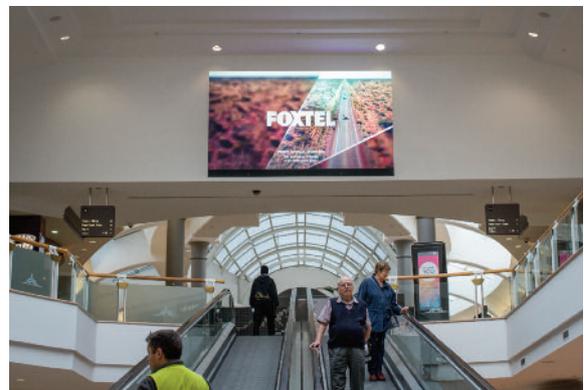
*MCG and Etihad, the biggest LED project ever in Australia and hailed around the world as being best in class.*



*Yagan Square Perth, Australia's most exciting civic LED project about to get underway and which will introduce new technologies to Australia.*



*Australia's first, large-scale light transparent media facade, one that allows a view to the outside world from behind a stunning LED image shown on the outside of the building.*



*Equipping shopping centres with LED display and optional sound.*

## Conventional Outdoor LED

Conventional outdoor LED is available in a range of sizes and servicing configurations. The pixel density is variable depending on the intended location. Directional audio can also be added, as can opt-in audio systems.

The keys to outdoor LED are durability and manageability. Unless you have the right support in place you are asking for trouble.



*All these Ci LED installations have stood the test of time, not just for durability but for unrivalled support.*

## Specialty Outdoor LED

Lightweight Wind Transparent  
Outdoor LED



Sometimes the need is for wind transparent LED, whether to avoid the creation of wind tunnels, to keep the weight down, or for ventilation purposes such as for a car park.

## Light Transparent Outdoor LED



Emporium is the leading example of light transparent LED in Australia with close to 80% light pass through. However Ci also offer mesh LED of various transparency levels for a range of applications.

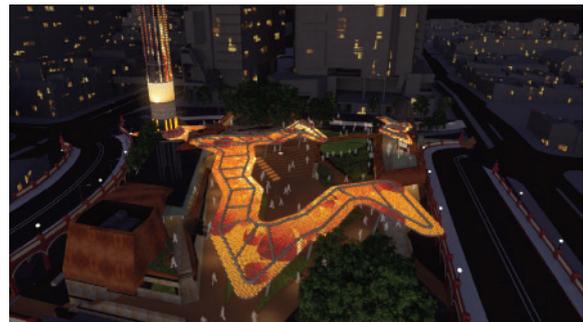


## Pre-Packaged Modular Outdoor LED



Pre packaged LED modules allow rapid rollout to multiple locations, by dramatically reducing on-site assembly and installation costs as well as the complexity of the task.

## Landscape LED



LED display technology is able to create interesting patterns on the landscape.

## Animated Signpost LED



These amazing LED directional signs physically point visitors in the right direction. They are also a brilliant visitor engagement tool for local apps.

## Building Façade LED

Façade LED affords display on the grandest scale of all. The whole building can become the digital canvas. This means the plainest of plain buildings can be transformed by light into something that commands attention.



Ci's acclaimed Emporium Façade with light transparency.



Rockheim Museum Norway.

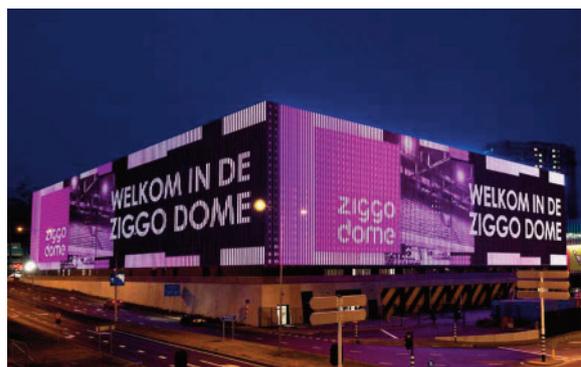
### Video Links for Media Façade Examples

<https://vimeo.com/48456051>

<https://www.youtube.com/watch?v=PuRrUGlctN4>



Esprit Hong Kong, an early international façade example



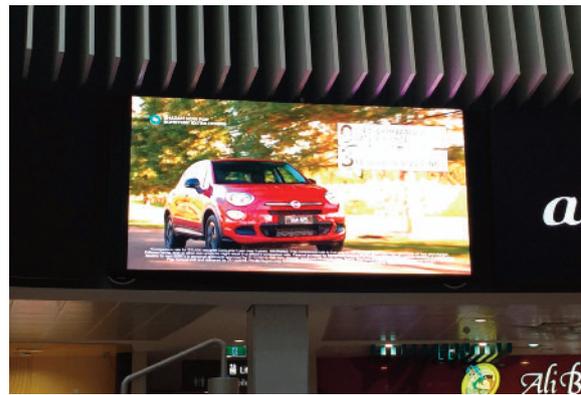
Ziggo Dome Amsterdam, a brilliant façade execution.

## Indoor LED choices

From shopping centre interiors to retail store interiors, from building foyers to reception areas, from atriums to behind windows, from training rooms to boardrooms, from auditoriums to school assembly halls, Ci can provide you with the appropriate product. This includes LED of variable brightness that is properly controlled and flexible lightweight LED that can be suspended. Brands represented include VideroLED, Samsung, NEC, LG and Panasonic.

## Conventional Indoor LED

Ci provide Australia's leading shopping centres with best in class LED displays, whether wall mounted or suspended. Just as importantly as the product itself, Ci ensure light levels are appropriately controlled and that the product is properly looked after over its lifetime. Buying an LED display without capable support is simply not advisable, irrespective of whether you are a giant company or a tiny high school.



As the examples on this page demonstrate, Ci can span a range of installation requirements.

## Specialty Indoor LED

### Indoor/Outdoor Encapsulated LED

Sometimes you need LED for both outdoor and indoor. Ci has LED capsule packages that can do both. They can be used outside in the weather, be placed in the front window under direct sunlight or be used inside within the premises at a reduced brightness level.



### Flexible LED

LED on a lightweight 2 way flexible substrate with magnetic fixing can perform wonders. It can not only curve in a straight line but can also curve into helical shapes. It can also be shaped and suspended in voids to great effect.



*At Ci we match displays to their objective. This ensures a better value outcome.*

## Scalable HD Indoor LED

Not only does an HD LED display need to have enough pixels within the screen area to qualify as HD, but it is also preferable if it comes in an exact 16:9 format. This matches the source material in a pixel perfect fashion and is readily scalable.

LED today can get very tight in pixel pitch, allowing it to be used in close proximity to the viewing audience. This means it is starting to get used more commonly in boardrooms and in upmarket retail environments.

However because LED needs to be matched to viewing distance, going up in screen size does not necessarily mean going up in price. Sometimes it can mean a substantial price drop.

At Ci we match displays to their objective. This ensures a better outcome.



## Ticker Tape LED

Data driven ribbon LED can provide up to the minute information, whether for company dashboard purposes or to display the latest news. Ticker tape LED can also be used to add colour and movement to a retail environment.



## Feature Floor LED

Feature floor LED can add interest to automotive display, help create interesting interactives for museums or brighten up the dancefloor.



## Ceiling Tile LED

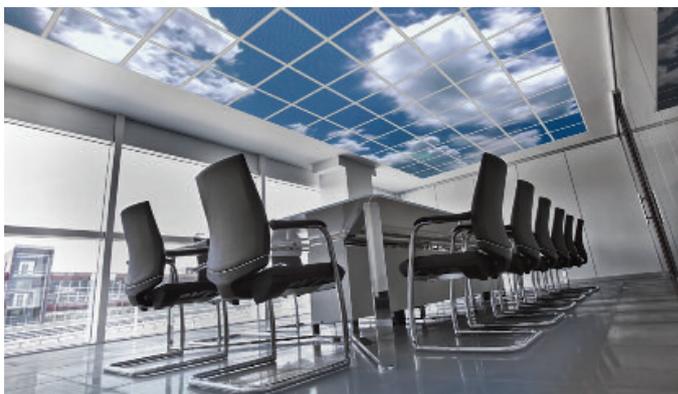
Ceiling Tile LED is a brilliant idea from Europe, LED display designed to harness the pre-existing infrastructure of most typical built environments. Installation is made simple and non-permanent.

Ceiling tile LED can interest to retail areas is no time and provide a stunning graphic uplift to corporate offices. It can also provide information as needed in such public spaces as airports or civic buildings.

EXCLUSIVE  
TO Ci



Ceiling tile LED can bring shopping centres and retail premises alive



Meeting rooms can become magical workspaces

*"Your Ceiling LED tiles have made such a huge difference to our guest meeting rooms."*



Transit Areas can impart valuable information.

Click to the following video link:

<https://vimeo.com/20937758>

## Transparent Window LED

The use of light transparent LED behind glass allows a building to maintain its architectural form while displaying content on a grand scale.

<https://www.youtube.com/watch?v=EGAAz9kRMPc>



Video Link Dalziel & Pow's Primark Madrid transparent LED project

<https://vimeo.com/143733724>

## Interactive LED

Interactive LED display is a game changer, and Ci has the exclusive rights in Australia to the most advanced interactive LED management system in the world. The German technology that has allowed Segaworld in Japan to provide an amazing visitor experience is the same technology Ci has deployed at Australia's own QUT to produce an astonishing interactive LED wall.

QUT's LED wall uses a variety of controls to deliver an interactive experience with maximum efficiency. This wall only requires a tiny fraction of the computing hardware and running costs of the interactive video wall technologies previously deployed by QUT. There are five independent interactive zones affording simultaneous use of the wall by multiple students who can swoosh content to the wall from supplied tablets.

Simple gestures can also allow navigation and manipulation of screen content. This is enabled by skeletal recognition captured via special cameras. Not requiring touch for interactivity allows the use of screens on a massive scale. It also means the wall can be operated through glass, allowing the wall be used from outside the locked building after hours. The significance of this for retailers is compelling.

This interactive LED technology means you can think big in terms of engagement, whether for a student centre, a customer experience centre, an immersive retail experiences, a visitor centre, a museum exhibit, a company showcase, or for an interactive learning or research space.

Talk to Ci about what's possible. This is the world's best technology for the purpose and is exclusive to Ci in Australia.



Video Link HiQ Interactive Video Wall:

<https://vimeo.com/220420237/99924e4fd0>

## Stadium LED both large and small

Ci's MCG and Etihad perimeter and parapet signage is acknowledged as the best in Australia, not just for the experience it provides at each ground but for the experience it provides millions of TV viewers as well.

At the ground it is able to compensate for sunlight and shadows so that patrons aren't distracted by signage too bright or underwhelmed by signage that's too dull. This is a Ci innovation that makes the signage at these grounds the envy of the world.

When you watch on TV the images from the MCG and Etihad look cleaner and crisper than on the signage at other grounds. It's a much better specified product even though other grounds may have paid more.

Although not everyone can afford a kilometer of LED signage like the MCG and Etihad, it is possible to buy lesser quantity. This makes it possible for suburban and provincial sports grounds to afford an LED sign of their own, one that can double up as a scoreboard while supporting local sponsors.



*Ci's big stadium LED is by far the best in Australia.*



## Corporate Environment LED

LED display is now displacing LCD as the premium choice of display within the corporate environment. LCD video walls are being replaced in lobbies, control rooms, big meeting rooms or boardrooms, and single or dual LCD screens are being replaced in larger boardrooms. A key development driving this evolution is that LED is now available in a 16:9 modular form that makes pixel perfect LED video display possible to practically any scale. This is a game changer and even projection is feeling the pinch.

The corporate application for LED display today includes lobbies, corporate showcases, boardrooms, presentation rooms, training rooms, operations rooms and more. The shift to LED screens is unstoppable. They deliver a far better user experience than LCD can manage when located in a sunlit room.



## Commercial Property LED

LED display is currently adding value to commercial buildings around the world. This is a trend that will continue to gather momentum.

In some instances the value has been added through the display of digital art in the lobby. The great thing about digital art is that it's readily changeable so the one digital canvas can support many artworks. Digital art can also be tied to data so that it is dynamically engaged and not merely repeating itself on a loop.

Other examples of adding value have been more direct, such as screens on the building exterior or in the lobby being used for a mix of news, weather and advertisements. Buildings in prominent locations offer advertisers a sizeable audience.



*Pics above are from 350 Mission and ESI's Salesforce Lobby, both in San Francisco*

## Retail LED

LED display is becoming increasingly prominent in retail. It can be used as means to attract people to a store in the first place, or to gain their attention once they arrive. Ci is expert in the delivery of LED technologies to the retail industry, and the LED screen supplier of choice to leading shopping centre companies in Australia.



The value of LED display can offer retailers extends beyond the ability to glamourise. With the right content and content management system it can help generate sales and reduce the need for inventory. It can also generate an income stream from suppliers.

## Civic Outdoor LED

LED display has much to offer every level of government, however it is potentially local government that has the most to gain. Outdoor LED screens allow local government to communicate with their constituency in a powerful yet economical manner. LED display can also be used for shopping precinct signage.



LED display can also be used to define shopping precincts and publicise their events.

## Education LED

LED is rapidly replacing projection across a range of learning space applications, from lecture theatres to research commons. However LED also making waves in other aspects of education, from indoor sports centres, school assembly halls, student engagement centres, outdoor student plazas, outdoor scoreboards, and outdoor campus billboards that communicate to the general public.



Student Engagement Centre



Informal Presentation Spaces



Formal Presentation Spaces

## Projection vs LED



BEFORE - Projection Lecture Theatre



AFTER - LED Lecture Theatre

## LCD Wall vs LED Wall Outdoors



BEFORE - Outdoor LCD Videowall



AFTER - Outdoor LED Videowall

## IT'S TIME FOR AUSTRALIA TO TAKE ON THE WORLD

The rest of the world is doing some great things with LED display, but none are beyond the capability of Ci. The video links on this page showcase some of the best examples of LED display globally.

### Video Links

#### Inspirational Overseas Lobbies & Plazas

##### Salesforce Lobby Video

<https://vimeo.com/168016437>

##### 350 Mission St Video

<https://vimeo.com/147304811>

##### Terrell Place Video

<https://vimeo.com/172745960>

##### Wells Fargo Centre Video

<https://vimeo.com/180209249>

##### Waves

<https://vimeo.com/55429438>

##### Leviathan's 150 Media Stream

<https://vimeo.com/214059013>



#### Inspirational Overseas Media Facades

##### Video Links for Media Facades

<https://vimeo.com/48456051>

<https://www.youtube.com/watch?v=PuRrUGlctN4>

#### Inspirational Overseas Transparent Window LED

<https://www.youtube.com/watch?v=EGAAz9kRMPc>

<https://vimeo.com/143733724>

##### Clear view Window LED example

<https://www.youtube.com/watch?v=S6Y3vMjPoaQ>

#### Inspirational Overseas Retail

##### Instore LED

<https://vimeo.com/172823966>

##### Shopping Mall LED

[https://vk.com/video-51201547\\_171415792](https://vk.com/video-51201547_171415792)

##### Ceiling Tile LED

<https://vimeo.com/218417215/869dd790ed>

##### Spherical LED

<https://www.youtube.com/watch?v=2aSfH3bW5-M>

##### Rotating Cube LED

<https://www.youtube.com/watch?v=Z0WzJ3qQ9U0>

#### Inspirational QUT Student Engagement

##### Gesture Interactive LED

<https://vimeo.com/220420237/99924e4fd0>

#### VideroLED Introduction

<https://vimeo.com/222153594/2f41c46ceb>

### MAKE YOUR PLACE FAMOUS

If you would like to explore what amazing things you might achieve with LED, please get in contact. We hope you got inspired by the videos linked to this page.



Melbourne • Sydney • Brisbane • Adelaide • Perth • Canberra • Townsville

