

NEC Display Solutions Client Installation

Advertower GmbH

Advertising In Other Dimensions



SITE INFORMATION

SECTOR

- Advertising

CLIENT INFORMATION

- AdverTower GmbH
www.advertower.com

INSTALLATION DATE

- December 2015

EQUIPMENT

- 2 x 173 m² [quadrat] SO [25 RGB] NT LED video display

ADVERTOWER
WERBEN IN ANDEREN DIMENSIONEN

Its motto “Advertising In Other Dimensions” led the AdverTower GmbH to partner with NEC to deliver intuitive technology offering impressive quality and reliability to provide an inspiring visual experience.

AdverTower GmbH stands for impressive out-of-home advertising. Their advertising towers on various highways are eye-catchers for many hundreds of thousands of motorists and motorcyclists since 2016. They offer huge space for conspicuous and impressive advertising messages.

The Challenge

Keep focus

One of Germany’s busiest motorway sections and ICE route between Cologne and Frankfurt is the ideal location for large-format advertising. Thus, a more than 30 m high pylon with two digital advertising spaces was planned as an attractive advertising medium. LEDs of the newest generation creating a breathtaking image and ensure easy to replace advertising content.

S[quadrat] GmbH was commissioned to realize an all-in-one solution, the digital advertising system including the delivery and assembly of the new tower. The 35 m high AdverTower in Linkenbach at the motorway A3 between Cologne and Frankfurt is Europe’s biggest LED advertising tower with two 173 m² LED video displays in a 16:9 ratio. The lower edge of each of the two 18 m wide x 9.6 m high screens, a total of 345 m² display area, is situated at 25 m height in a giant steel construction on a 30 tons heavy steel pylon. The substructure contains four maintenance levels specifically designed to ensure maintenance work can be handled safely.



The NEC Solution

Simplicity, integrity, inspiration

Our technicians fixed and installed the specially developed S[quadrat] SO [25RGB] NT Light module for both LED screens. With a pixel pitch of 25 mm, each side reaches an optimal resolution of 720 x 384 pixels. A total of 1.68 million Nichia LEDs provide reliable first class LED technology and a brilliant image result. The advertising content can easily be transmitted to the LED screens in real-time by the content management system PADS4 PRO-XPRT.

The system-specific brightness sensor technology is in charge for the automatic regulation of the 7,000 cd/m² and guarantees perfect image quality even in changing light conditions. The controlling is supplemented by the unique, customized SX[TempControl]. Temperature sensors monitor the display modules and react as soon as the temperature is beyond the normal range that can be defined individually. The control room will be informed immediately and the LED display can be disconnected fully automatically. Therefore, these preventive measures extend the lifetime of the entire display system, and a continuous reliable operation is ensured.

The Result

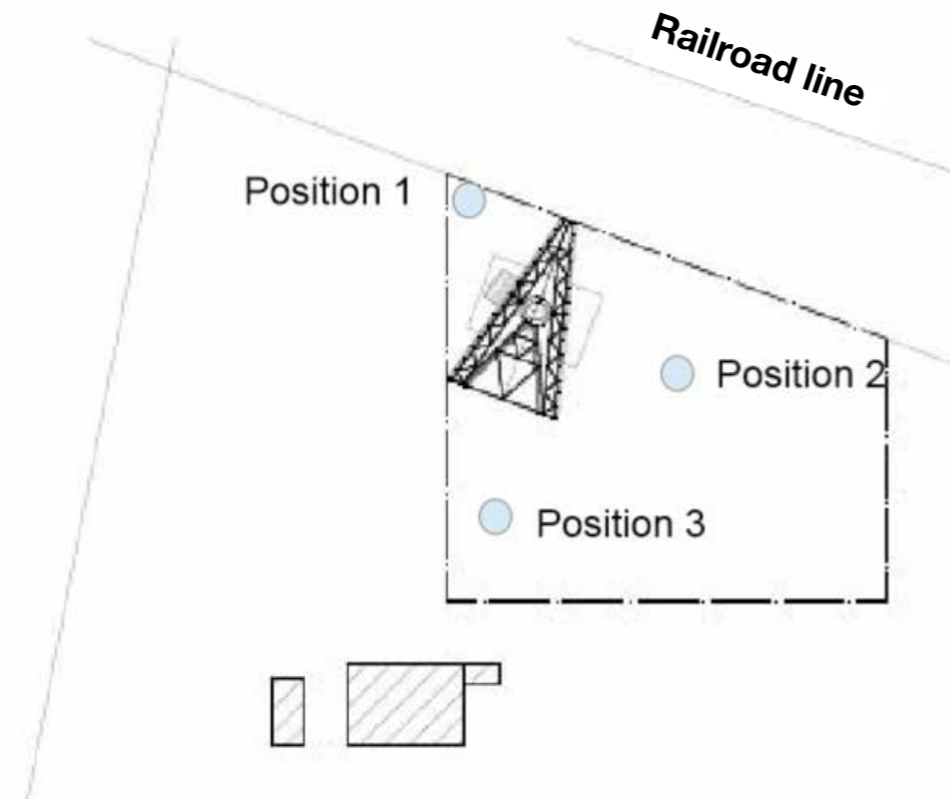
Impressive quality

Day and night, our display solution for the AdverTower on the A3 impresses with its quality, color depth and size. Advertisers and travelers alike are impressed by the overwhelming presence of our bespoke displays, which perfectly match AdverTower’s motto: "Advertising In Other Dimensions".

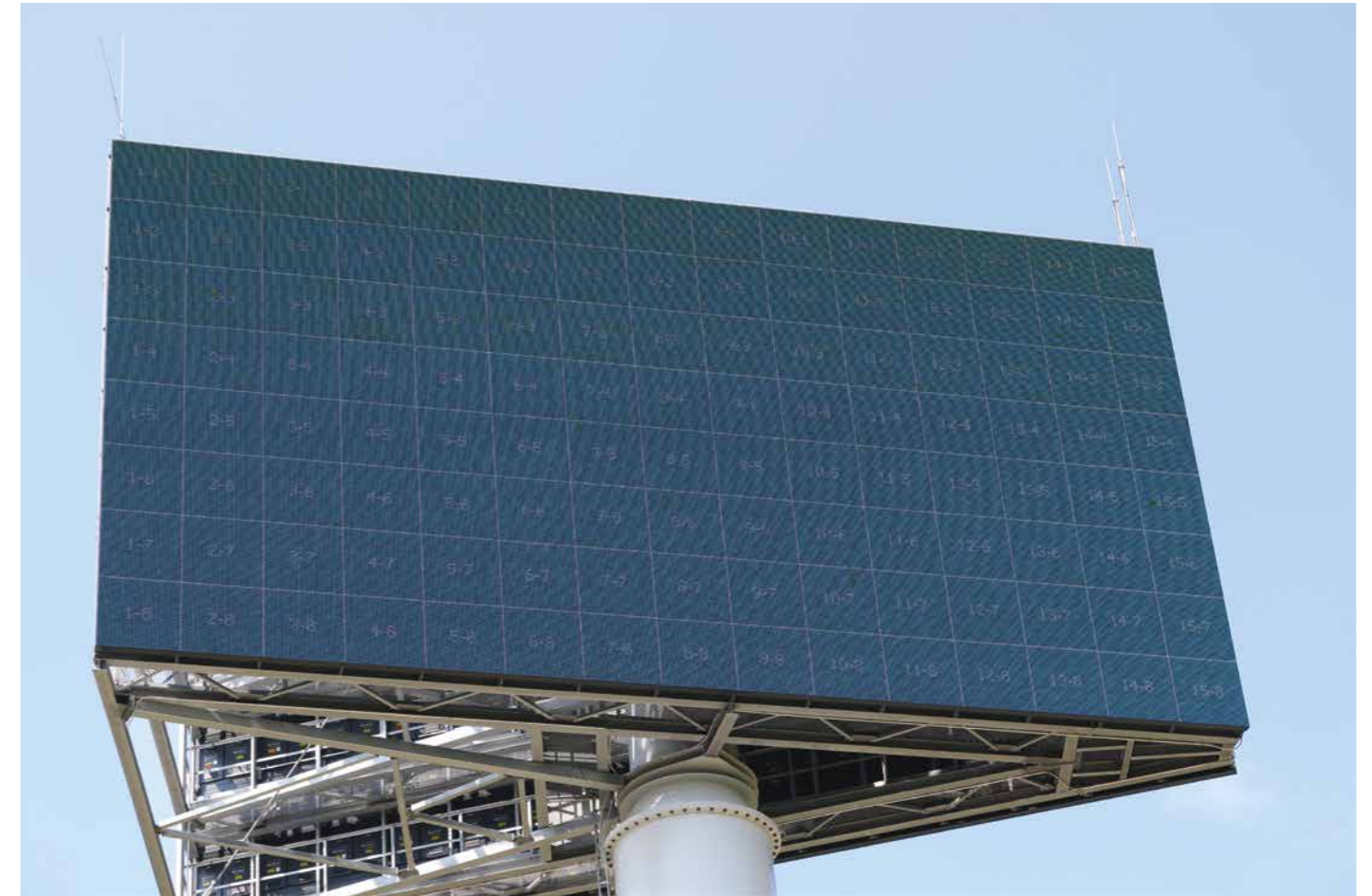


EMC after installation

EMC measurements are carried out to determine that an LED display emits the appropriate radiation. This is important so that no other radio signals are disturbed, such as those from an ambulance or the police. Our company is known for the highest levels of EMC certification. The LED displays were measured on-site by a certified German EMC laboratory in accordance with standard EN 55022:2010. The EMC measurement of the displays was passed and at the end also certified with the „EMC Class A“.



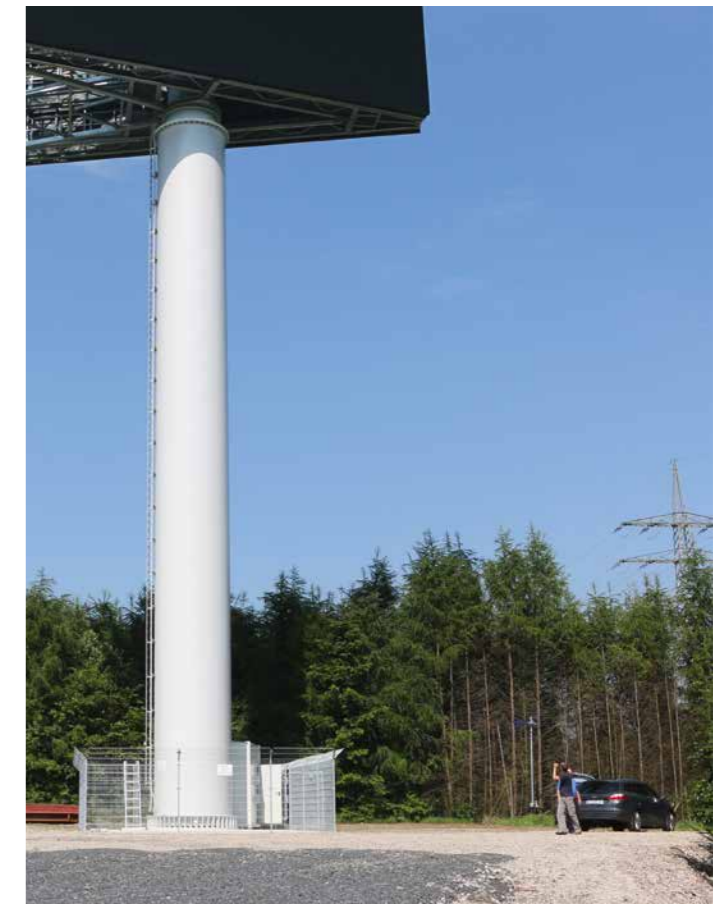
Test arrangement „radio interference strength measurement“



Test arrangement „test image presentation“



Test arrangement „radio interference strength measurement“



Test arrangement „radio interference strength measurement“

Technical Specifications

2 x S[quadrat] SO [25 RGB] NT LED video display

LED type	DIP Nichia LEDs
Pixel configuration	1R1G1B
Pixel card resolution	320 x 160 (W x H)
Pixel pitch (mm)	25
Size of pixel card (W x H)	400 mm x 400 mm
Net weight per m ²	72 kg
Type of protection	Front IP 65 / Rear IP 54
Service availability	Front, Rear optional
Power max.	430 W/m ²
Viewing angle	H: 120° / V: 60°
Brightness	> 7,000 cd/m ²
Pixel density	1,600
Certificates	CE, FCC Class A, ROHS, CCC
Contrast ratio	6,000 : 1
Operating temperature	- 20°C to + 45°C
Lifetime	100,000 hours
Greyscale processing	16 bit
Refresh rate	1,950 Hz
Frame rate	50/60 Hz
Brightness level	Manually & automatically 256 levels



Tower production



Tower production

Tower displays

2 x 173 m² S[quadrat] SO [25 RGB] NT LED / Resolution: 720 x 384 Pixel



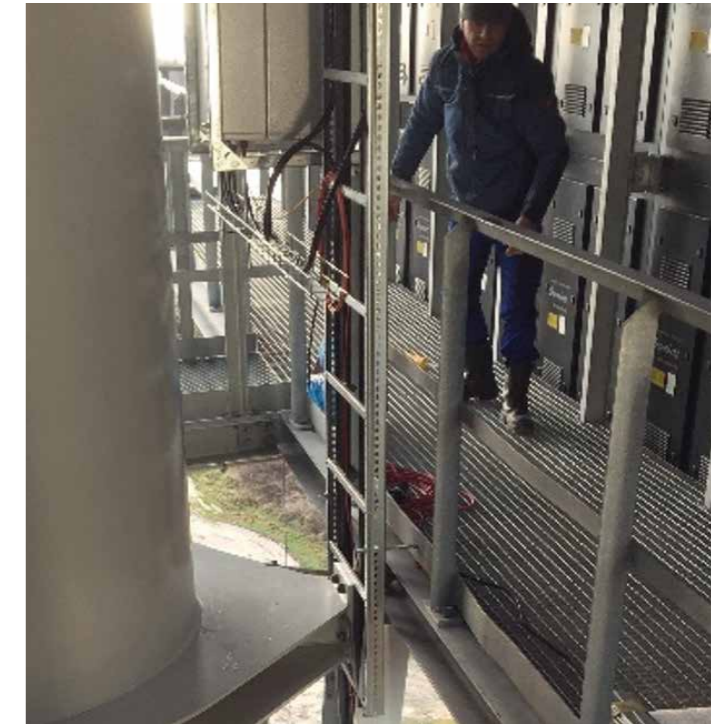
98 m² Foundation



30 t steel work



Installation



Installation



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