

BIG AUSTRALIAN ENTRANCE...

NanoLumens made a major entrance to Australian digital signage, installing its largest ever suspended display solution at Melbourne Central, the stylish destination for shopping, eating and entertainment.



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Biggest ever double sided, 6mm pixel pitch, NanoLumens NanoSlim LED portrait orientated display, now hangs prominently in the atrium of Melbourne's busiest business, entertainment and lifestyle cross-road. And making its debut into the Australian retail mall scene, the indoor LED specialist manufacturer and marketer couldn't have chosen a better or bigger stage.

Melbourne Central, owned and operated by The GPT Group, is a landmark retail property located in the Melbourne Central Business District. By redeveloping its retail arm back in 2005, GPT converted a traditional regional shopping centre into Melbourne's top retail, leisure and lifestyle destination. Surrounding the historic Shot Tower, Melbourne Central houses contemporary fashion retailers as well as a vibrant entertainment precinct. With over 300 retailers, this huge centre is conveniently located directly above the Melbourne Central train station.

Out to create a sensational, eye-popping advertising platform that would reach the thousands of people who pass through the tower each and every day, this NanoLumens installation, is the culmination of close, multi-year collaboration between NanoLumens, its regional sales representative Digital Place Solutions and GPT Group Divisional Director John Rankin.

NanoLumens indoor LED video displays, with their maxim 'display your vision', are designed to bring advertising and digital signage spaces to life. Heralding a redefinition of what it

means to go digital, its LED screen solutions are available in any size, shape or curvature, all boasting revolutionary NanoLumens large scale visualisation display technology, enabling the creation of the ultimate in digital experiences for any audience.

"Melbourne Central sits at the very heart of the city's central business district," explains Digital Place Solutions Co-Founder & Director Gerry Thorley. "The tower is literally a hub for retailers, transportation, and thousands of business professionals who work in the nearby tower offices. GPT sought to create a compelling visual display solution to engage and galvanise the attention of the many thousands of pedestrians who pass through the atrium every day. When we presented John Rankin with the NanoLumens solution, he immediately understood the impact the display would have on pedestrians and, more importantly, on marketers seeking to reach these pedestrians."

According to Rankin, this location is precisely what he was looking to turn into a premier advertising medium: something he was able to achieve with the NanoLumens display. "To stand out in an environment like this," he says, "the display has to be extremely bright and sharp in terms of image resolution. The images themselves have to be presented in a seamless way that doesn't detract from the marketer's message. A key ingredient was sourcing a lightweight display solution considering the glass atrium construction and NanoLumens was ideal for this purpose."

Emphasising the point, Rankin adds, "The reliability of the display must also be guaranteed because we cannot afford to have this display taken out of service, given its central location. NanoLumens exceeded all of these requirements. I am very pleased to say that the display has been up and running flawlessly since the first of December, just in time for the critically important holiday shopping season."

Notably, NanoLumens says it is the only manufacturer and marketer of LED display solutions that backs up its claims for reliability with a six year, zero failure warranty.

Standing some size for NanoLumens' first visual display retail solution venture in Australia, the NanoSlim double sided portrait orientated display measures up at 6.7m high by 3.8m wide, hanging directly in the centre of the tower's conical shaped atrium.

"The location of the display couldn't be better," enthuses Thorley. "It hangs at the epicentre of Melbourne's retail, business and entertainment life, and is seen by upwards of 120,000 consumers every day."

Commenting on the strategic significance of the installation, NanoLumens International Sales VP Almir DeCarvalho concludes, "This is the first of a series of important new retail installations that are now underway in Australia and New Zealand. The region is a major focus of our expansion efforts, both now and over the next several years. Stay tuned to what follows because we have some very exciting projects underway!"

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