

Outdoor LED Display Sets Up “The 42” As New Attraction in Kolkata

Introduction

Kolkata-based developer Mani group, have completed many successful projects in the towns of West Bengal. “The 42” is the latest project undertaken by The Mani group & the partners. Be it infrastructure, IT, Hospitality or entertainment, Kolkata is under one of the fastest growing city in India.

Challenges

The Mani group’s under construction project The 42 will be the tallest building in Kolkata & eastern India after completion. With 56 bungalows apartments & a duplex on the top floor, The 42 will provide 5-star club facilities & multi-level parking. The apartments will have high range prices, hence to attract the cream crowd of Kolkata, Mani group decided to promote the brand with a LED outdoor hoarding at entrance of The 42 project, which is facing main street & attracts many passer-byes. Mani Group had placed a flex banner earlier but it failed to create any major impact.

Solution

People nowadays have developed a tendency to ignore any flex banner which comes in their way, hence the Flex banner was left unnoticed by the target audience & couldn’t give any kind of promotional boost for the brand. On the other hand, LED displays are digital, dynamic & real eye-catcher.

Xtreme Media provided end to end solution & executed the installation of a huge LED display replacing the earlier flex banner.

LED Display specifications:

Height: 15.12ft

Width: 30.24ft

Pixel Pitch: 16mm

The grand LED display was installed above 20ft from the ground, facing the main street. The estimated distance between user & display was 16 meter. To suit the viewing distance pixel pitch of 16mm was used to ensures the visibility of the screen from long distances as well. This Outdoor LED display is extremely sturdy & easy to maintain, making it perfect for the project. Mani group showcases the promotional videos of project The 42 & their own branding, attracting 1000’s of eyeballs on daily basis.

The project posed several challenges in terms of designing & execution. The first challenge was to judge the correct angle & place for LED display which will provide maximum

exposure to the content that's being played. This was a challenge because there were several trees that blocked the complete view of the site.

As a solution, we decided to escalate the height due to which a passer-by can clearly see the hoarding. This required lot of alterations to the solution, first & foremost we made tailored ACP structure that can bear the weight and balance a heavy display at such a height. Further, to beautify the same structure is extended to put the lettering of the project name "The 42"

Conclusion

Replacing the flex banner with LED display has proved to be lucrative for Mani group, people starting noticing the display. Overall awareness for the project has increased and provided a technological edge to the brand name. This LED display not only proved to be a great promotion tool, but also a point of sale for Mani group.