

Xtreme Media discusses a tricky LED installation requested by an outdoor advertising agency and how digital solutions were needed for control and management.

Lighting up



Selvel One is an outdoor advertising agency working in the North East of India. It provides various outdoor advertising solutions and recently undertook the installation of digital billboards in Kolkata, India. The expansion comprised 11 LED displays in different locations of the city.

To accomplish its goals, Selvel One reached out to Xtreme Media. Sanket Rambhia, managing director at Xtreme Media, talks about the undertaking: “The project involved a network of LED displays that can be centrally and locally controlled for creating an ad network. Xtreme Media is the technology provider for LED displays [hardware] and digital signage software which will serve as the medium to control the displays from a central location and to push the data to displays.”

Regarding the expectations of the end-user Rambhia says: “Selvel One is an advertising agency that provides 360 degrees outdoor advertising solutions. The digital billboard is a new concept where technology plays an important role. Selvel One expected the solution

provider to deliver a complete solution i.e. hardware for LED display, installation and support and the software implementation for all the hoardings. Selvel One’s customers will be advertisers in this project. It is a unique medium where technology meets advertising in a true sense. A digital billboard network where a brand can rollout the digital campaign, such as videos and animations, through one simple click.”

A digital solution was essential as Rambhia adds: “Selvel One was interested in an outdoor LED display network for advertising purpose which could be operated from one central location. They also wanted a solution with minimum hardware dependency as the sites were versatile and posed some challenges for maintenance. They wanted a combined solution i.e. digital signage software with LED display hardware. We had suggested the use of 10mm outdoor LED displays with a uni-pole structure that would provide enough height for the digital billboard to catch maximum eyeballs.”

In addition to the 10mm LED displays, Xtreme Media provided Windows NUC Celeron players, which replace CPUs, and integrated them with its SaaS solution

through which data is pushed and managed. A sender card has been attached to NUC player and a receiver card has been fixed at the back of LED display. This serves as control system and video system too.”

Rambhia says: “We designed this type of solution because all the site locations were close to highways where establishing a system and connecting through Cat6 cable is too complicated. The NUC player is good enough to serve as control and video system and can receive input through our pre-installed digital signage solution and push it to LED display.”

He continues: “One of the key innovation in terms of hardware we have carried out is creating a compact solution which is easily scalable and at the same time it is effective. In conventional LED display installations, you require a PC or laptop with a sender card that gives output and receiver card at LED display end which receives input. We reduced the hardware dependency by integrating digital signage media player and receiver card within the LED display. You don’t need extra space or more importantly manpower to manage that PC or laptop at each site.”