



## CASE STUDY

### Curved Digital at Wellington St for JCDcaux

Exterior Digital Displays



**Yap!out**  
outdoor digital signage

# Curved Digital at Wellington St for JCDecaux

In 2019 our client, JCDecaux, required a major upgrade to a static billboard sign as part of their Australia wide upgrade to digital billboard assets.

The new large format curved digital sign looks striking during the day, and even more impressive by night! Curved digitals are not that common (and not that easy!) so this one is definitely makes a statement.

If you haven't seen it yet, you will, next time you pass RAC Arena, or drive east on Wellington Street in Perth's CBD. There's over 40m<sup>2</sup> of dynamic digital screens that can't be missed.

## Scope of Works

The massive, 12m long x 3.3m high superstructure was commissioned in our carpark as we waited for the multitude of site permits to be locked in. Night works were specified to minimise disruption to the CBD and main access road, Wellington Street, so our teams worked between 9pm and 6am over a number of night shifts.

The initial works included remedial strengthening works to the buildings 100 plus year old brick construction façade. We installed Helibars and new steel support braces to strengthen the entire North facing façade. We patched and painted the entire perimeter of the façade as there were several areas of disrepair and the paint work was very faded.

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The facade remedial strengthening works had to be done before the new digital sign could be mounted to the roof beams and façade.

The next phase of the project was the removal of x2 existing old static billboards. A crane was used to dismantle the frames of the old signs and hiabs transported the dismembered signs to a waste facility. After full commissioning of the new curved digital billboard in our factory, cranes and hiabs were used to transport the sign from our facility to site in a several sections due to the base support structure dimensions and the curved sign dimensions.

On site cranes craned up the base support structure sections, followed by the new curved sign in 2 sections.



We removed the old signs and installed the new digital sign structure over 3 nights which JCDecaux was delighted about. This was only possible with meticulous planning by our project team.





## Project Management

Our project management team went into action following a detailed site survey or the building's roof top. The planned works were mapped and time-lined to include all of the following, obtained and negotiated with key stakeholders involved in the permitting process:

- Certificate of Design Compliance
- Traffic management plan (TMP)
- Noise management plan (NMP)
- Obstruction & Footpath permits
- Letter to residents
- Proof of letter drop or plan to letter drop
- City of Perth Engineer - responsible for approving part of the Obstruction permits

The steel surfaces of the sign were treated with a class 2.5 abrasive blast clean, inorganic zinc silicate in a grey colour for durability. In addition to the digital faces, the design allowed for a walkway with expanded mesh flooring, a hatch, door and ladder for servicing and easy access.

Two large camera poles were added to the sign for security reasons. Mounted on 2 metre long poles, the cameras were mounted on the end and provide real time images of the state of the sign. These sort of details are part of our turnkey solution - we sweat the details so you don't have to!

The installation itself was not simple! It required a number of planned stages to ensure that the works completed with a great finished result. All works were completed by rope-access given the location and height of works.

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## Client Testimonial

Achieving the programme deadlines required a huge effort from every part of the Signs & Lines/Yap! digital team and did not go un-noticed. The JCD team were impressed; saying:

JCDcaux team was delighted with the end result and Paul McGhee made comment that our methodologies and planning was excellent.

### Turnkey Service - From Start to Finish

Our turnkey service ensured that all the critical elements of the project were handled by one team, to the highest professional standards. The project methodology included:

- Permits & SWMS.
- Preparation of OH&S documentation including site inductions.
- Engineering review.
- Removal and Installation methodologies.
- Traffic Plan.
- Bracket and fixing manufacturing.



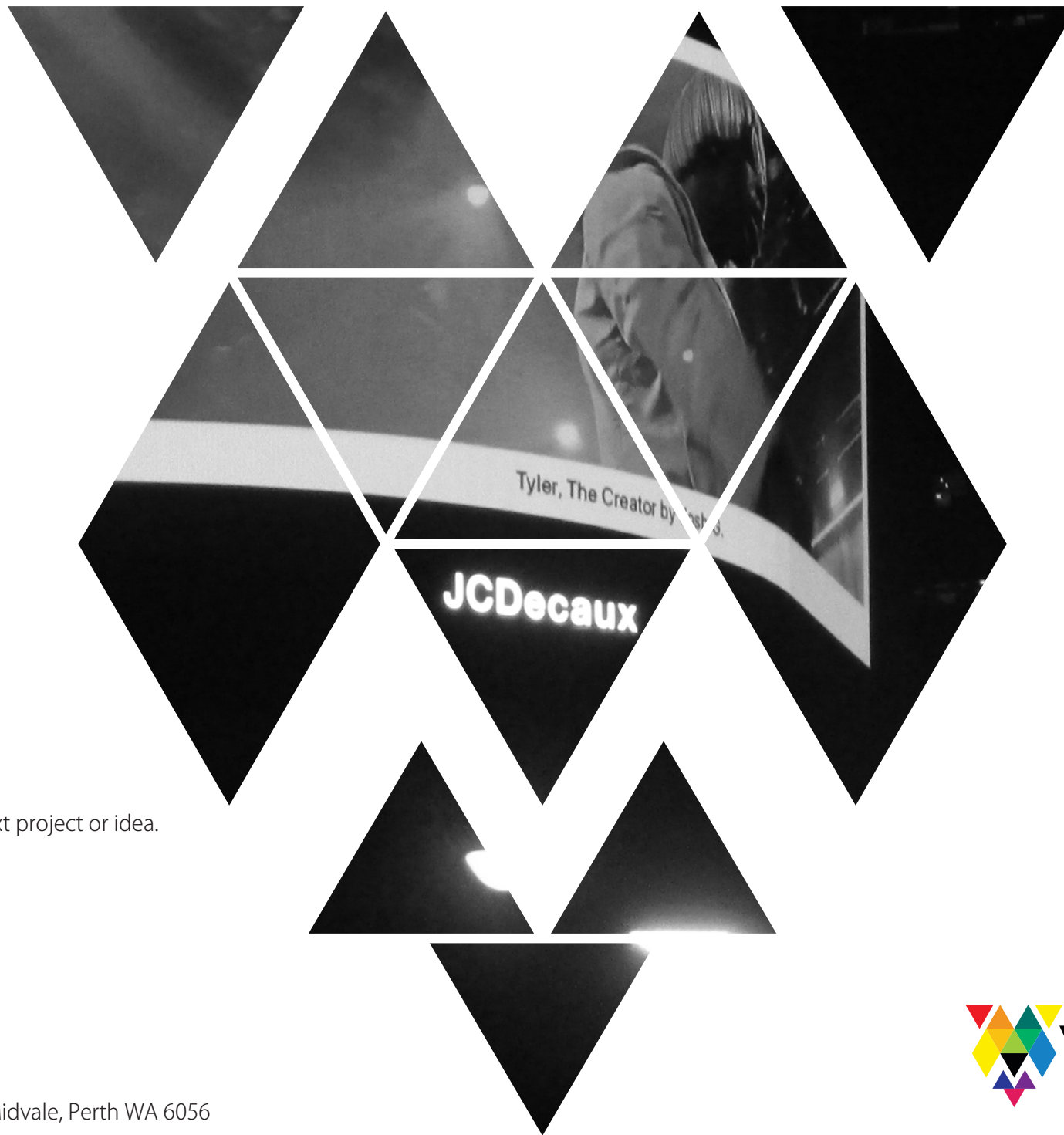
## Make the Most of Your Assets

Our team of professionals are just a phone call away.

Our Yap!total promise is to take complete control of the digital signage project from start to finish. We take your big idea, and nurture it through a glorious, staged, metamorphosis to wonderful result.

Some call it turnkey, others call it end-to-end, but the principle is the same – whether it be a curved digital billboard, shopping centre touchscreen kiosks or sales office digital displays we take care of the whole signage solution. Based around budget and functionality requirements, we recommend hardware, software and physical housings with wow factor in mind!





We're ready to start talking!  
Speak up now about your next project or idea.

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