

Fremantle Line				Armadale/Thornlie Line				Midland Line				Mandurah Line				Joondalup Line			
Next Service	Mins	Platform	Pattern	Next Service	Mins	Platform	Pattern	Next Service	Mins	Platform	Pattern	Next Service	Mins	Platform	Pattern	Next Service	Mins	Platform	Pattern
Fremantle	3	7		Armadale	3	5	C	Midland	3	8		Mandurah	11	2		Butler	11	1	
Fremantle	18	7		Thornlie	10	4	T	Midland	18	8		Mandurah	26	2		Butler	26	1	
Fremantle	33	7		Armadale	18	5	C	Midland	33	8		Mandurah	41	2		Butler	41	1	



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CASE STUDY

APN/JDC PTA Underground Tunnel

Video Wall

APN / JDC PTA Underground Tunnel

Video Wall Upgrade

Upgrading to New Technology

As a key player in the digital signage arena JCDcaux (JCD) are a leading light in global utilisation of LED/LCD technology. As an early adopter into the technology, the recognition that the technology of a few years ago has been dramatically superseded initiated an upgrade at their Perth Transport Authority (PTA) Tunnel location in the main city railway station. The screens were around 5 years old and Yap!digital were commissioned to update JCD's existing screens to 2.5mm LED screens.

Challenges of Retrofitting Digital Signage Screens

On this project there were many trials confronting our project management team.

1. The PTA Public Information Displays (PID's) & the JCD existing LCD Video wall were both being replaced so it was not as simple as just replacing the one display. A significant amount of co-ordination and consultation was required between all stakeholders over many months.
2. PTA and JCD had a strict brief that the displays were to be only off-line for a minimum time period - and the PTA PID's had to function whilst the new screens were being installed so passengers could still see train times. We

knocked it out of the park with the change out of the old screens to the new screens being achieved in 4 days!

3. The design of the new structural framing was critical due to very little space inside the wall cavity. We also had to work around 4 large cable trunking systems that could not be moved.
4. Being in a busy public environment underground is also a big challenge. Getting equipment in and out was a logistical challenge that required careful planning and coordination.

This investment in new screen seems logical and a wise investment given that the projections for Perth's city based population will grow up to \$2.2m by 2031. Population growth will see a 33% increase in personal travel from 5.8 to 7.7 million trips per day (ie cars, public transport, walking and cycling). The longer term city with 3.5 million people could see a further 59% increase in rail passenger travel to 12.25 million trips per day, or more than double the current level of activity.* All this means greater visibility for the content displayed on the JCDcaux video wall which is great news for advertisers.

*Source: Department of Transport: Public Transport Plan for Perth in 2031
- http://www.ppt.asn.au/pubdocs/ABOUT_P_PT_Plan2031.pdf



How does a Digital Video Wall Work?

In essence the basic principle is a system consisting of several screens/displays installed in close proximity to each other, usually in a grid-like arrangement. They are typically flat and wall mounted, but can be curved or While it does take expertise in audio and visual technology and some extra infrastructure, it's an effective way to get the look and function of a large screen without the problems that normally come with one. And opting for multiple displays instead of one oversized screen offers a number of creative applications, most of which are perfect for expansive public venues.

Whilst there are many variables when it comes to sizes, resolutions and technologies, there are generally a couple of options in terms of set-up. And of course, the more professional the video wall looks, the higher the price tag! Typically a video wall featuring the narrowest bezels, the most flexible mounting systems and slimmest installation depths to fit flush into their environment, the classier the result and the higher the investment (refer to option 2 below).

Types of Video Walls

If you're thinking that a digital video wall maybe a good investment for you there are a couple of types of video wall to consider:

1. Option 1 – Flat Display: Flat panel video walls are made up of a grid of panels/screens. The grid of screens give you a higher resolution at a lower cost. However, there will be bezels between the displays that give these walls their distinctive grid pattern. Investment: \$\$\$

2. Option 2 – LED video walls: This style of video wall has the benefit of providing seamless, consistent content that is brighter. It can be used for indoor signage or outdoor messaging, and has lower power consumption.

The trade-off is that LED video walls are generally at a higher price point. Another advantage is that the LED screens do not require a protective clear cover where an LCD video wall in a public environment would. Investment: \$\$\$\$\$

Where to use a Video Wall?

Video walls are a striking way to deliver a message. They have become common in control rooms, schools/universities, concerts, exhibitions, large public venues such as stadiums or airports. And of course, public transport areas like the PTA Tunnel in Perth. It's ideal where there are a lot of event schedules and times that need to be easy to read such as airports, which need to continuously display flight arrival and departure data.

What Makes Video Walls So Effective?

The main advantage of a multiple display video wall system is that it can retain ultra-high resolutions, which means the system can be used to create some striking images. Here's a quick run-down of the benefits of a LED video wall:

- It's capable of some amazing effects
- It improves the aesthetics of a venue
- Technologically simpler than a large screen
- Multiple displays/screens allow for more creative applications

Here are five characteristics we think your video wall should have.

1. Thin bezels: A bezel refers to the edge of the monitors that comprise the video wall. Bezels should be as skinny as your budget will allow so when content is displayed, the viewer sees a nearly seamless image.

2. Bright, vivid & accurate colour: Look for consistent, precise, factory-calibrated colour across all the displays.

3. Video wall controller (processor): this is what drives the content of the video wall – the steering wheel if you

like! It must be able to effectively configure, control and managing a video wall. Our Yap!digital team will talk you through the wide range of processors (eg. analogue, digital and/or IP network-based computer and video sources). Leave this software element to us as it's all part of our turnkey solution.

4. Easy-to-use control system: The control system is the “brain” of your video wall, and you need fluid and intuitive operation of power functions and volume, as well as seamless switching between inputs.

5. The WoW factor: Ultimately it's about having the right dimensions so that viewers get the maximum impact from the video wall. This comes down to selecting the right size and configuration. Be as creative as possible to achieve different shapes or curves to give extra impact.

The Final Wrap

There's no doubt that video walls pack a punch. To gain the most from your next digital project the Yap!digital team are on hand to give you our non-biased recommendations. We are not affiliated to any brands which gives us maximum flexibility to design a solution based on the technology that fits your requirements the best.

Our Yap!digital team will also bring you their experience of static and digital signage solutions will ensure that your customers and users have an outstanding experience next time they visit you.





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

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