



CASE STUDY

APN PTA Underground Tunnel

Video Wall

Yap!in
indoor digital signage

APN PTA Underground Tunnel

Video Wall

The major rejuvenation of the Perth CBD railway network gave the Perth Transport Authority (PTA) good reason to go digital in their underground tunnel network which links train services to the over-ground city.

Given the high profile and high footfall location underneath Wellington Street Bus Station, a sizeable feature digital video wall was selected for the site featuring nine 55 inch Samsung display screens synchronised to play advertising features.

From a technical perspective, the screen content is managed via a Scala media player which orchestrates just one image over the matrix of nine screens to create a 3.8 metre wall of imagery. Advertising content is controlled remotely from APN's office in Sydney, proving that digital signage technology is capable of spanning towns, cities and states – in this case, around 4000 kilometres!

There were three unique challenges presented themselves for this project.

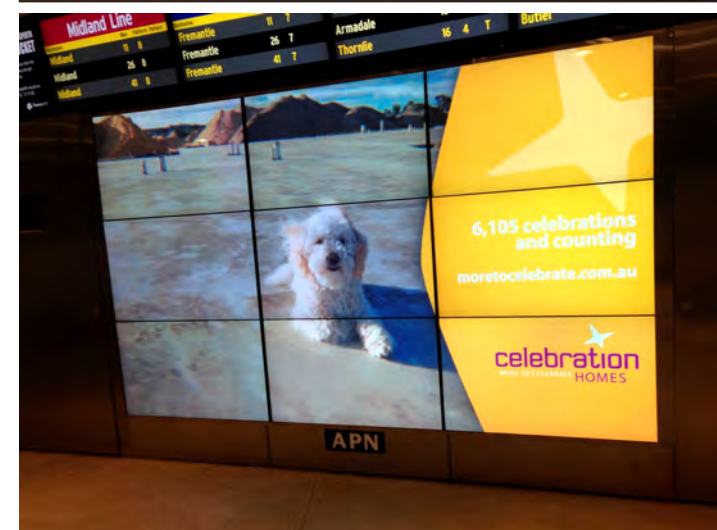
The first being a simple logistical one that involved the installation of complicated digital signage works in a

major construction zone, with limited lighting and numerous other trades in the vicinity.

As the wall cavity had already been built the second challenge was install the screens so they were flush to the wall. This was further complicated by three cable ducts running horizontally through the install wall! Our solution was to create a bespoke mounting frame system to minimal depth to span around the screens, with a stainless steel cladding mounted flush to the wall.

The third area of consideration involved the potential for vandalism. As each row of screens are within reach of passers-by, a uniquely styled anti-tamper Polycarbonate cover was manufactured to fit neatly over the top off the screens and prevent damage.

As with many jobs, looking at the finished result you would never believe the "technical and engineering magic" that goes on behind the scenes to ensure a quality finished result.





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

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interactive signage that speaks