



CASE STUDY

Direct Factory Outlet (DFO) Perth Airport

Exterior Digital Displays



Yap!out
outdoor digital signage

DFO Perth Goes Digital on a Grand Scale

DFO - Stands for 'Digital For Outdoor'

Well it doesn't, but we like the acronym and thought it represented our latest outdoor digital display project at Perth's new DFO quite nicely!!

Vicinity Centre's recently opened DFO (Direct Factory Outlet) shopping centre in the Perth Airport precinct acquired a striking new 'facelift' this month. Whilst we're not cosmetic doctors (!!), the five new digital screens on the West elevation have given the shopping centre great visibility from the Tonkin Highway during the day and night 24/7.

Yap!digital's design scope was to provide a series of large format P10 LED screens each able to play individual content. The five portrait orientation screens are each screen 2.88m (W) x 4.80m (H) giving a massive combined display area of 69m². Our team installed the screens in a row along one building face at just above roof level, approximately 4 metres above ground level.

The exterior rated P10 screens are serviceable from the front face. Our team prepared meticulous shop drawings to ensure that the structural and engineering requirements were met with the builder, Georgiou.

Given the DFO location within the Perth Airport precinct, careful attention had to be paid to the OSHE

requirements with airport consent and permit approvals for general works. Content is managed and updated via Vicinity's head office in the Eastern States. CCTV allows Vicinity to monitor the screens also from the Eastern States.

This digital work complemented the extensive static and statutory signage we manufactured and installed for the DFO Perth shopping centre – refer to 'Direct Factory Outlet (DFO) Case Study'.

Let's Explore Dynamic Outdoor Display Advertising

One of the obvious benefits of dynamic outdoor digital advertising displays is that they allow shopping centres – and their tenants – to leverage the power of video advertising which is widely considered to be the most effective medium for marketing. DFO brand and tenant advertising is in full evidence giving customers greater incentive to visit the shopping centre.

Video advertising with allow Vicinity Centre's tenants the opportunity to build deeper, stronger connections prospective audiences travelling along the Tonkin Highway which sees 105,000 vehicles on average per day (10/04/2019 Main Roads Data) and promote the shopping centre location. As well as product videos, special seasonal offers can also be displayed creating a more personal link to people's lives.



Outdoor Digital Displays - are normal TV's OK?

The quick answer is no. We do not recommend standard TVs for outdoor digital signage solutions. Here are a few rules of thumb that apply when thinking about investing in outdoor digital signage.

Firstly, try not to get lured by 'budget-friendly' standard indoor TV units. These are not designed for sustained outdoor use and are only designed to spend a few hours a day in direct sunlight. They may seem like a great idea but disaster awaits. Why?

'Off-the-shelf' 'standard' TVs won't cut it as they are not weather proof. Rain, mist, snow and all other weather conditions on the spectrum will not be your friend unless you buy a specifically rated screen eg. a P10 or P8, that guarantees to work come hail or shine (and provide great quality at short viewing distance with P16

modules far viewing distances).

A couple of warning notes to substantiate our claims.

- Leaving a standard TV unit outside on a hot Aussie summer day will result in a TV blackout
- TV's that claim to be rain proof ie a IP65 rating, are for falling vertical rain, not the sideways storms common around the globe and here in Australia.

Secondly, a normal TV screen will not give a good quality picture due to the low brightness of screens used in standard TVs. To put it into perspective a standard TV ranges between 250 and 450 cd/m while an outdoor digital signage display unit that we would recommend ranges between 1000 to 5000cd/m. That quality really plays a part when your customers are looking at your sign on a very sunny day and seeing just a greyish fuzz.

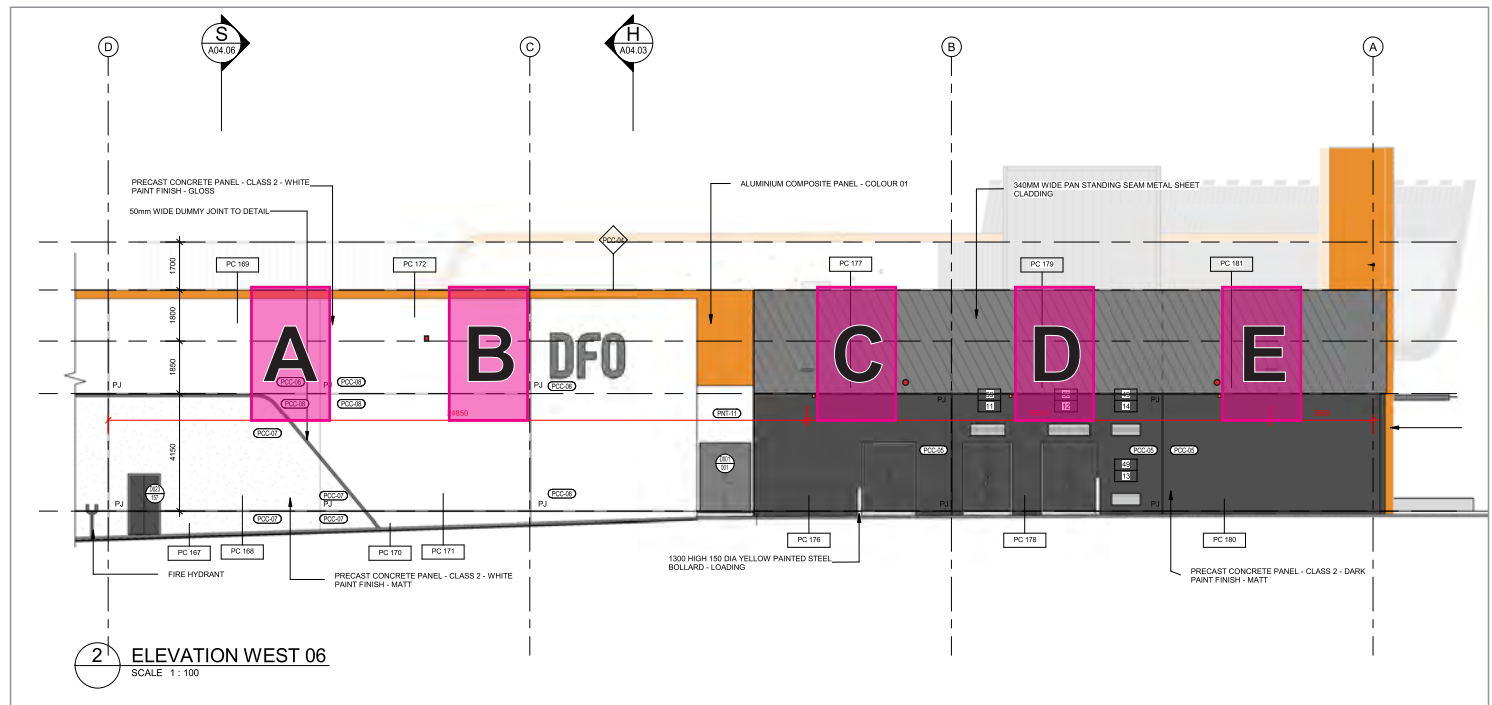
A third consideration is that standard TVs are not generally designed for long operation hours. Outdoor

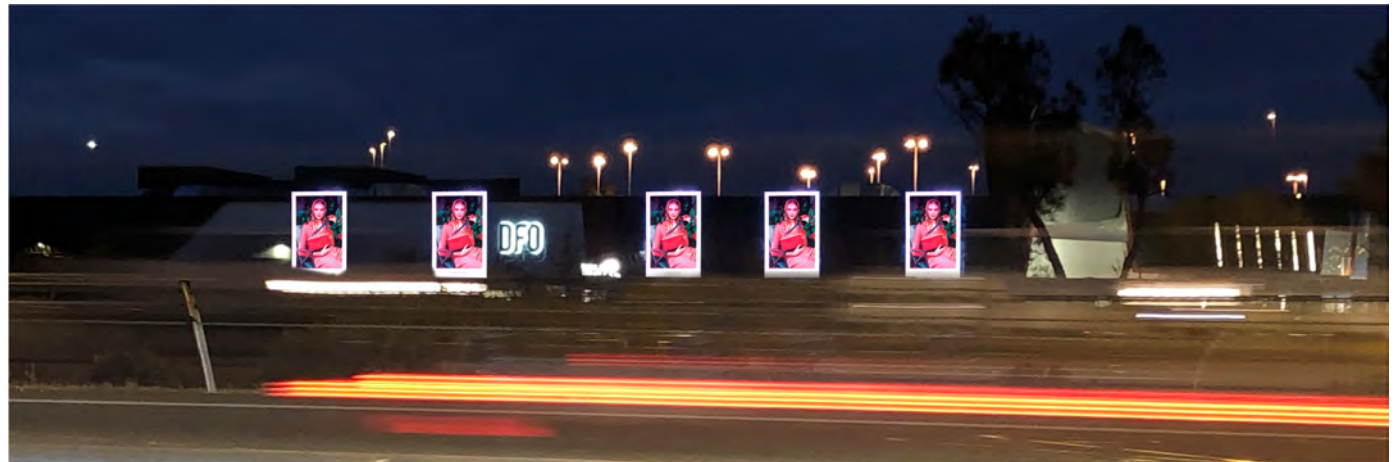
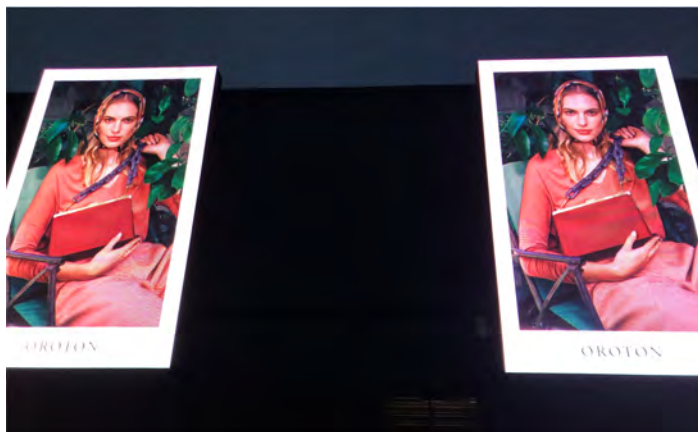
digital display technology allows them to operate 24/7 on an ongoing basis and this is where the additional cost of these outdoor rated screens will bring value.

Our final consideration for you to think about is that most consumer TV products do not include central control features. This means uploading your screen content is likely to be the most frustrating task of your day. And let's face it, business owners want smart solutions that allow them to streamline operations, not complicate them!

In summary, specific digital display technology will allow you to:

- Captivate 24/7 rain, hail or shine
- Provide all-weather durability
- Be customisable
- Offer smart content solutions.





The Final Wrap

There's no doubt that moving away from static advertising opens up new avenues in ongoing conversations with your customers. The great news for those shopping around for outdoor digital signage displays is that we are here to do the hard work – the thinking – for you as in this turnkey digital project for Vicinity Centre's DFO shopping outlet. The Yap!digital team will give you a non-biased recommendation.

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.

OurYap!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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