



CASE STUDY

FSU DIGITAL SIGNAGE TOTEMS

Exterior Digital Display



Yap!.out
outdoor digital signage

FSU Digital Signage

NEW PERTH AIRPORT FSU DIGITAL TOTEMS

JCDecaux have extended their advertising patronage at Perth Airport with two new digital totems on Boud Avenue in the airport precinct.

Yap!digital was entrusted to ensure that the new 86" FSU digital assets were installed in place using our professional project management services. All works around Perth Airport requires a high degree of planning and robust methodology and this project was no different! Our works included the logistics, installation and commissioning of the digital totem signage.

The two FSU digital advertising displays have content controlled remotely on the Highbright screens providing 24/7 viewing. With full weatherproofing they are able to provide a great advertising solutions - whatever the weather.

INSTALLATION LOGISTICS - SCOPE OF WORKS

Yap!digital's design scope was to provide a turnkey service including the following:

Installation co-ordinates were provided for the two outdoor digital displays in garden beds adjacent to the roadside.

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Project management on this project included communication with all stakeholders and organising key elements of the FSU installation such as:

- Peg out the x2 footings in proposed locations for PAPL sign off;
- Provide GPS locations and survey locations;
- Structural certification for footings;
- Concrete of footings;
- PAPL OSHE documentation;
- Permits;
- Traffic Management;
- Excavation;
- Installation;
- Commissioning.

Given the location on a busy throughfare and Airport location, careful attention had to be paid to the OSHE requirements.

PROJECT SNAPSHOT

Project:	Boud Avenue FSU Totem
Locations:	Perth Airport
Environment:	External Digital
Client:	JCDecaux
Date:	2022
Features:	Two external digital displays installed on site.



TURNKEY IS THE ANSWER

Digital touchscreen technology takes signage beyond the norm. Using professionals to provide a turnkey service is the answer. The Yap!digital team provides a turnkey solution including;

- concept artwork and shop drawings;
- location scoping and site survey;
- procurement of hardware;
- manufacture of the housings;
- installation of all components on site;
- content creation, testing, editing and stitching;
- final commissioning.



BENEFITS OF DYNAMIC OUTDOOR DISPLAY ADVERTISING

One of the obvious benefits of dynamic outdoor digital advertising displays is that they allow 24/7 marketing and can leverage the power of video advertising. Emotive imagery is widely considered to be one of the most effective mediums for marketing and promotion.

As well as product videos, special travel related seasonal offers can also be displayed around airport locations creating a natural link to people's exciting travel plans.

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 – such as in this Perth Airport project.

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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