



## CASE STUDY

### Jumbotron

Introducing New Signage  
On The Block





# Jumbotrons

## Introducing New Signage On The Block

When it comes to jumbo-sized signage, there's a new kid on the block popping up in trendy new retail outlets in WA. Jumbotrons – aka large television screens – are the brain child of Lymlive Media. Here in the West, they are definitely giving a fresh, modern perspective to the instore shopping experience.

### Origins of Jombotron

Originally, Jumbotrons were used solely to show game scores at stadiums using numerical displays. This then evolved into instant sports replays allowing fans at long range in stadiums and arenas a close up of the action. More recently, they utilise social media and roaming cameras to show content that is real time and ties in with audience participation. Fans are featured and become more integrated with the actions when their content appears on the Jumbotron screens.

### A Jumbo Job!

In 2021 Lymlive Media commissioned the Yap!digital team to install 3 Jumbotrons at Perth's three leading shopping centres:

- Stateside sports - Jumbotron digital install – Carousel Shopping Centre.
- Stateside Sports - Lendlease – Lakeside Joondalup Shopping Centre.
- Stateside Sports – Jumbotron digital install– Karrinyup Shopping Centre.

**Yap!in**  
indoor digital signage

Our scope of works included initial project management to plan the installations with the centre management teams and ensure OSHE compliance. Our team then installed a mounting plate spigot from a template, connected the hardware and cabling via scissor lift.

Stateside Sports is the new home of U.S sports in Australia, featuring the very best range from the NBA, MLB, NFL and NHL and the finest selection of American premium streetwear.

<https://www.statesidesports.com.au/info/about-us>

### Project Snapshot

Project:	Retail Digital Jumbotron Installations
Location:	Karrinyup S/C, Lakeside Joondalup S/C
Environment:	Internal - instore
Client:	Lymlive Media
Date:	2021
Features:	Internal store fit-out at ceiling height incorporating 6 screens.



## Modern Technical Digital Solutions

Lymlive Media were a natural partner for Signs & Lines in this project. Being a NSW based company specialising in retail digital solutions, Lymlive Media were seeking a local partner to assist with Perth based installations requiring a professional and technically complex scope of works. With over 25 years' experience in creating and supplying innovative display solutions across all industries, Lymlive Media retail and interior fit-out solutions include LCD & large format LED display technology.

<https://www.lymlive.com.au/>



According to web sources, the Jumbotron was invented in Japan during the early 1980s. Two rival Japanese companies, Mitsubishi Electric and Sony, claim rights over its invention. Since

then, in 1980 Mitsubishi introduced the first large-scale video board - a large screen using cathode-ray tube technology similar to traditional tube televisions.

### Challenges Along The Way

As with every new project there is a lot of information to understand before we are able to progress the job. The sign was supplied as a full kit by the customer to install and as such there was a need to understand the following:

1. Required documentation and permits
2. Assembly
3. Installation Methodology
4. Commissioning

It was the first time we had worked with this particular fitout contractor which had its challenges when getting OHS approvals and Permits. We were lucky enough to have the client onsite during the first install to guide our installers through the assembly process which definitely helped as there was minimal documentation. Being our first install the commissioning took some time to iron out all the settings but subsequent installs ran a lot smoother.

All future Installs should run efficiently as we have refined the process and look forward to installing more of these impressive units.

### Take Your Sign Message To The Next Level

We help customers select their style and design to create a wow factor. Take your messages to the next level! We can also turn your sign into a digital message center that gives you the ability to update your sign to advertise new promotions whenever you want. Talk to one of the Yap!digital team today.

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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