

150
ST GEORGES TCE

- LG Commonwealth Bank
Administration
- G Commonwealth BankBranch
- M Commonwealth Bank
Premier Banking
- 1 CommInsure General Insurance
CommSec Advisory
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Mortgage Innovation
Premier Banking
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CASE STUDY

Knight Frank 150 St Georges Terrace

Digital Directory

Yap!total

the ultimate digital signage package

Knight Frank 150 St Georges Terrace

Digital Directory

Knight Frank, the world's leading independent commercial & residential real estate consultancy, required an upgrade to their existing static directory at 150, St George's Terrace in Perth's CBD. After many vinyl cut lettering upgrades for its tenants occupying the 12 level high rise office block, the time had come to move into the digital era with more time and cost efficient updates.

Our brief was to make the directory more prevalent, with larger text, white text on a black background. Their research had found that the clients and visitors to the building were not using the directory due to it "blending in" with the lobby environment and not having any visual impact.

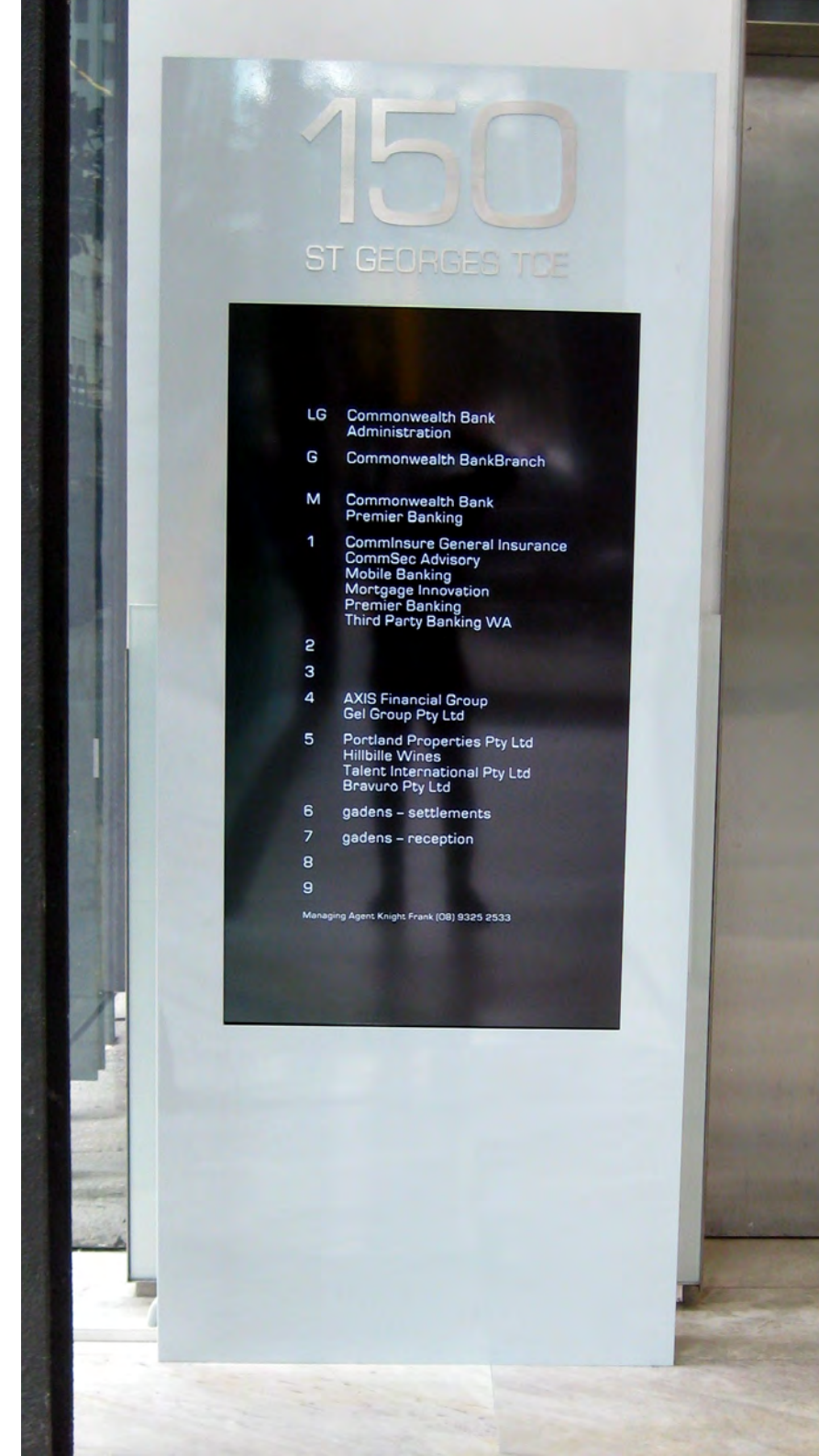
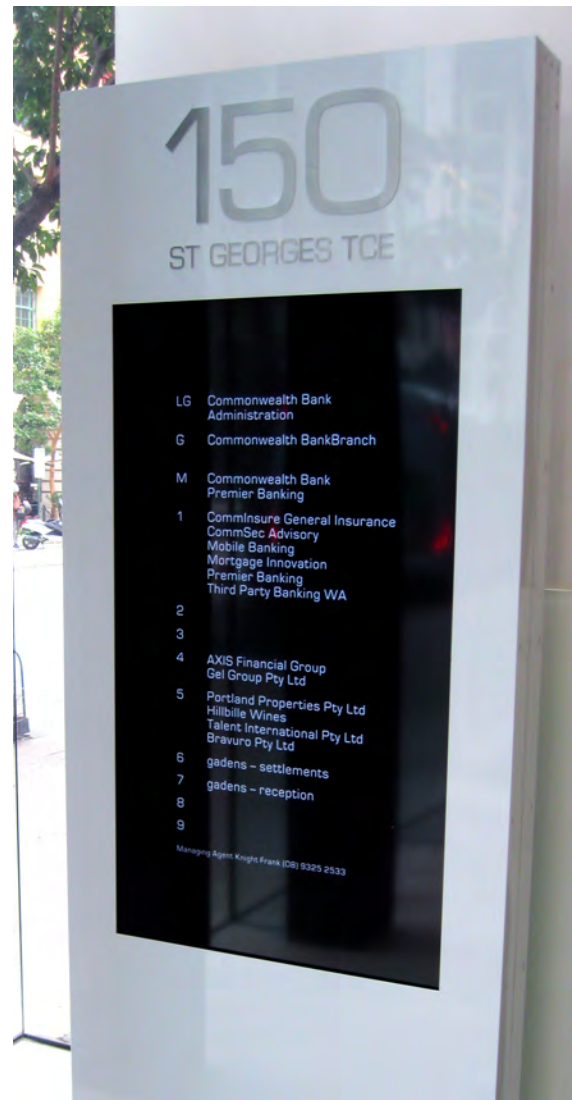
The idea for digital screen and housing was put forward and a budget cost put together.

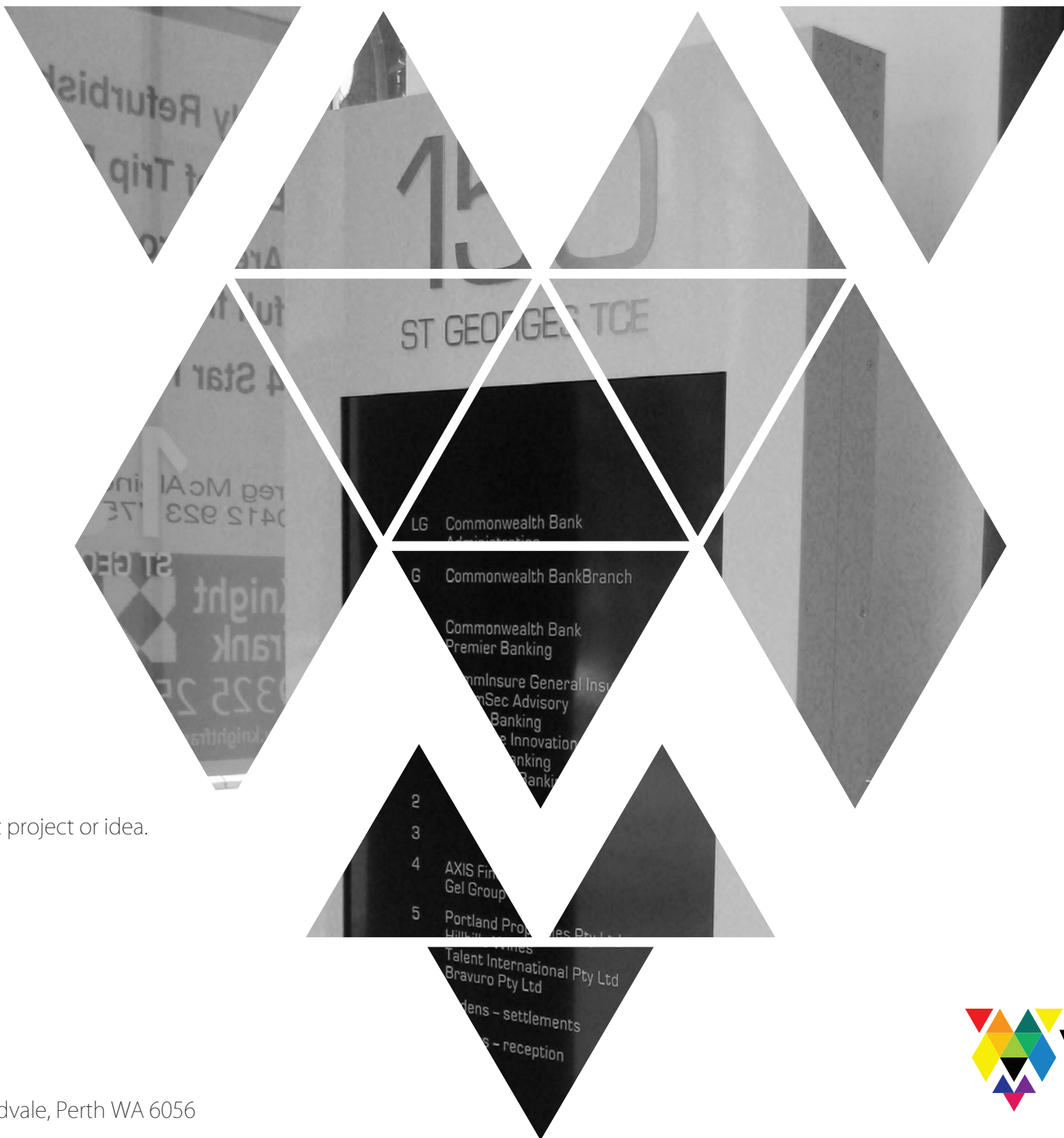
The client chose a standard LG 55" screen with static screen and an information feed run from a USB. The screen housing was manufactured in-house from 3mm aluminium and painted in-house with 2PAC paint and the wording was made of 3mm 3D brushed aluminium text.

After an IT audit of the site and scans to the floor the installation ran smoothly with our install team

working at the weekend to cause minimal inconvenience to the tenants and weekday users.

The resulting signage solution is exactly to the brief. Larger, with much greater impact, easily updatable yet still keeping in with the décor of the foyer area.





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

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