



CASE STUDY

Port Kennedy
Digital Pylon Sign



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Yap!out
outdoor digital signage

Port Kennedy

Digital Pylon Sign

They say that life without challenges is not worth living!

Retrofitting for digital signage definitely ratifies this statement and the digital pylon sign at Port Kennedy Shopping Centre, in Perth's southern suburbs, is a great example of unique challenges when trying to fit 21st century digital solutions into 1970's engineering.

There is no doubt that with every leap forward into the technologies of the future, comes a set of new hurdles. Yap!digital discovered this first hand at Port Kennedy when installing new digital LED screens into an existing structure, with our team having to work at a location that was built before digital signage even existed!

At Port Kennedy Shopping Centre, the process started with an engineering inspection to confirm structural suitability for the proposed digital upgrade. With a tick in that box, our team started out to develop an innovative solution to upgrade two out of the three faces of the existing pylon sign to digital signage.

Our project management team developed and refined a well-planned approach, with a number of contingencies built-in if we encountered the unexpected!

At the project outset, obtaining agreement from local Council and Main Roads started a long list of challenges, which also included

getting power to location, engineering the existing frame to upgrade the structure for digital signage and a major retrofit installation in a busy, high footfall carpark (much of this work would normally have been done in our workshops to minimise the time spent on site).

Based on the existing triangle-style entry pylon, our solution for Port Kennedy Shopping Centre included two, outdoor, front access P10 LED screens 2.5 metres wide by 3.8 metres high for sides A & B. The digital screens would be orientated towards the traffic flow on the busy Warnbro Sound Avenue. The third face, C, required a static signage solution, updated with new opal acrylic illuminated panels for tenant signage.

To accommodate the weight of the digital screen hardware we manufactured a sandblasted and epoxy primed steel frame for the digital cabinets with ACP cladding. This was fitted with the digital screens in-house and testing performed to ensure that the tiles were 100% perfect prior to delivery to site.

Large-scale Hiab's transported the digital sign faces to site, with detailed traffic management at the Shopping Centre including water barriers, temporary fencing and LED message boards advising shopping centre traffic of temporary access changes.

With retrofit projects, the key is to be creative and extend the delivery timeline to cater for the "unknowns" that may spring up. Think outside the box and brainstorm ways to deal with each challenge.



What Hurdles do Retrofit Integrators Face?

Here are some key challenges that integrators may face when placing digital signage into an existing structure:

1. Challenging Structural Conditions:

Sometimes the main difficulty lies in the structure itself. Where are the digital displays going, and how exactly will they be mounted? As in the Port Kennedy Shopping Centre example, because the pylon we were working with was not built with digital signage in mind, the physical environment itself was not equipped to support the hardware components. When starting a retrofit, our integration service includes a robust audit to find any weak structures, walls and floors, bumpy or curved walls and challenging construction materials, such as concrete. It can be difficult running cable and installing mounts in many older buildings and structures; sometimes physical obstacles can interfere with equipment or wireless signals, making the install a frustrating series of trial-and-error attempts.

2. Increased Costs:

One of the most common challenges in any installation is to meet budgetary guidelines. With most new-build digital signage projects, budget is a fairly straightforward thing. But in a retrofit project, you never know what you're going to find. And that element of the unknown can be costly. Costs can become higher than expected, thanks to structural challenges; the need for additional mounting hardware, cabling and other equipment; extra time and resources spent on integrating with legacy equipment; and any number of other obstacles.

3. No Wall? No Problem:

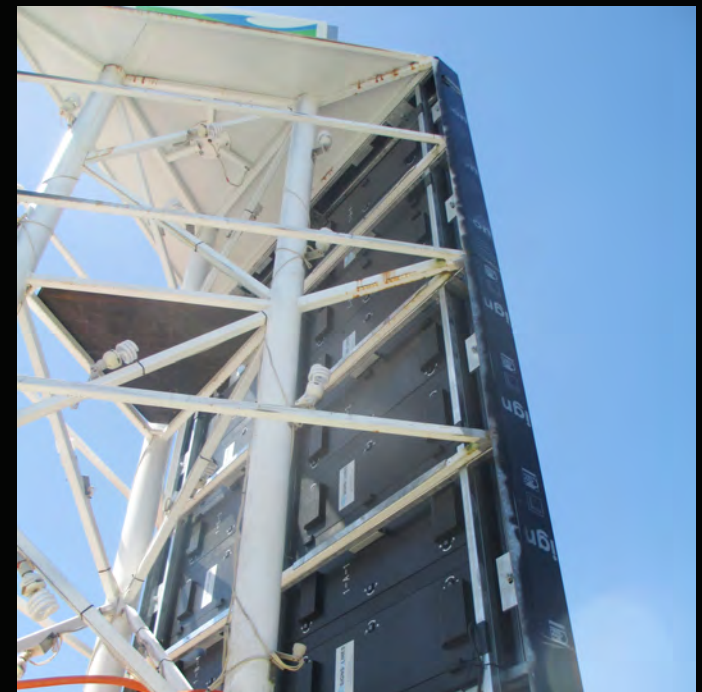
What about trying to find the best place to put digital signage in situations where the structure doesn't appear to support the installation? A classic example of this might be a situation where the customer wants to feature a vibrant, eye-catching video wall, but simply does not have a load-bearing wall to place one. These scenarios require an expert to determine whether the structure can support a variety of video wall suspension options, such as a video wall stand, ceiling suspended video wall, or semi-custom solution.

4. Legacy AV equipment:

In some retrofit situations, the project may have digital/AV equipment that needs to be incorporated into the new digital signage display. Whilst this can help minimize cost—that only works if the legacy technology is reliable, if it is likely to last for the foreseeable future and can be easily integrated with your new system. In some cases it's simply not worthwhile to try to make it work (especially as prices of new digital signage technology falls).

5. Outdoor Installations:

Taking digital signage outside brings a variety of unique concerns, including equipment protection and environmental impacts. When working with existing outdoor structures, it can become complicated to mount digital signage without compromising the safety and structural integrity of the building.



Avoiding Pitfalls with Retrofit Digital Display Signage

Signage

With the right tools and mindset, you can overcome these obstacles without too much frustration or delay. One sleep-ezy solution is to invest in a Service Level Agreement (SLA) – this is strongly recommended for the first 2 years to coincide with the “2 year Parts Warranty” especially on retrofit projects.

SPECS OF THIS SCREEN:

- Digital Screen “Face Mounted” front access for tile servicing.
- Aluminium cabinets.
- Pixel pitch 10mm.
- Resolution 16x16.
- Front Tile Servicing.
- Voltage 220V AV.
- Maximum power consumption <660W/sum.
- Average power consumption 185W/sum.
- Brightness 7000 nits.
- Refresh rate 960Hz
- Lifespan 100,000 hours.





We're ready to start talking!
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