



CASE STUDY

LANGOULANT ROAD

New OOH Digital Billboard



Yap!out
outdoor digital signage



New Digital Billboard - Langoulant Road

The new 12.5 metre wide digital OOH bridge sign at Langoulant Road in Perth's western suburbs went live in July 2023. Located on the busy West Coast Highway near Swanbourne, this stand-out advertising asset was commissioned by JCDecaux.

The Yap!digital team were involved in the design, engineering, scanning and fabrication of the bridge structural elements, plus fitting the digital tiles, in conjunction with BSV, testing and commissioning in advance of dispatch to site. For more commissioning videos follow us on You Tube - <https://www.youtube.com/watch?v=n5nDvDzM0xw>

OOH Digital Billboard Project Management

Our project management team who delivered this bridge build through complex night works, road closures, inclement weather & tight deadlines... These are big jobs that have a lot of moving parts. The logistics included:

1. Fabrication/construction of frame
2. Liaising with screen supplier
3. 3d Scanning + Engineering
4. Traffic Management
5. Main Roads liaison
6. On-site installation at night
7. On-site welding at night
8. Commission screen and see it go live!

Our Project Management team did a fantastic job overseeing this project to ensure the installation over West Coast Highway was carried out safely and efficiently. Co-ordinating trades for on-site works is not an easy job especially during winter night works.



Installation Efficiency

Efficiency is key, especially when it comes to site works. The bridge location is a busy trunk road making the installation logistics challenging. Over a number of months the team worked hard to ensure that all elements were planned and completed to tightly managed time lines.

Main Roads road closures and traffic management was organised many weeks in advance. Missing these key windows was not an option. The teams on site worked hard over a number of night road closures – and through some inclement winter weather – to hit the targets.

Some progress photos are shown indicating the scale and complexity of the job as it moved through all stages of production.

Project Snapshot

Project: Digital OOH Billboard
Locations: Langoulant Road, Swanbourne WA
Environment: External
Client: JCDecaux
Date: 2023
Features: 12.5 metre wide digital OOH bridge sign in Perth's western suburbs.

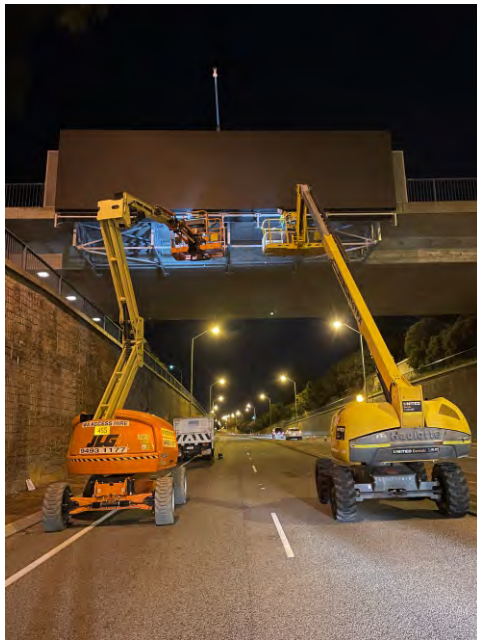
The Yap!digital Solution

Yap!digital was excited to be chosen to deliver the JCDecaux bridge build. Based on our track record for complex digital installations in the west, our project management team rose to the challenge.

The Final Wrap

The Yap!digital team will give you non-biased recommendations and gear your signage to the future. 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. Find out more at: www.yapdigital.com.au

Our Yap!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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