



## digiLED

Formed in 2003, digiLED is an LED display designer and manufacturer with sales and engineering offices in the UK, USA, Japan and the Netherlands, and provides bespoke screens for high-profile venues such as The O2 Arena London, Texas Motor Speedway, Parx Casino in Philadelphia, Tropicana Field in Florida, and Tawar Mall in Qatar.

Company CEO Graham Burgess believes that what sets the company apart is its impressive breadth and depth of sector knowledge. "We've hand-picked the best people in the industry to work for the business, and that extends across all our locations and all disciplines," said Burgess. "We also have a wide understanding of, and deep relationships with, multiple Chinese manufacturers who we work closely with on a regular basis." digiLED has developed strong relationships with over 40 factories in China, which have been fostered by the staff in its dedicated offices in Hong Kong and Shenzhen. The 228-step 'Production Plan', a comprehensive factory quality assurance process for managing third parties, specifies and documents procurement and inspection actions through every stage of the manufacturing process. "digiLED are able to produce a wide range of products due to their relationships with the factories in China," continued Burgess. "Using our expertise and knowledge in understanding the components used in LED screen manufacturing, digiLED are able to configure systems to meet very specific customer

requirements." Different factories have different specialities and digiLED can pick the specific factory based on the specific customer requirements, allowing them to produce a wide range of products. State-of-the-art Pixel Depot LED display showrooms in London and Las Vegas showcase the company's cutting-edge technology, allowing industry professionals to test content and compare a wide range of screens. Its main Technology Hub is based in Shenzhen, where it has a team of expert designers, QC engineers and logistics staff. Innovation is at the forefront of digiLED's success, with several industry firsts developed in recent years, which are now universally used by LED display manufacturers. "The LED screen market is large, valued at \$15.3 billion, but is highly fragmented. digiLED target the top 10 - 15% of customers focusing on delivering highly bespoke products to customers all over the world," said Burgess. "We see ourselves as the innovative, bespoke, green alternative to the large factories in China for western system integrators." Backing up Burgess' assertion is the company's multi award



winning digiLED ZEUS® (Zero Energy Usage System) technology, which eliminates energy consumption of LED screens on stand-by mode, which can use up to 17% of maximum power even when "off". The technology, implemented at The O2 Arena, for example, reduced stand-by energy consumption of the screen from 130,000 kWh per annum to zero, with a cost saving of tens of thousands of pounds per year - this project won the Arena award at the 2023 MONDO-DR Awards. digiLED ZEUS® technology reduces a projects' environmental footprint, while also improving their bottom line. This positive impact is further underlined with custom built cabinets, which allow for cost-effective upgrades of 'end of life' screens with higher resolution and brighter panels. "This means existing installation structures can be reused, complete with power and data systems, and the screen surface is simply replaced, reducing the overall cost and complexity of upgrading," Burgess concluded. "All of this is what keeps our customers coming back to us, time and time again." [www.digiled.com](http://www.digiled.com)

- Clockwise from left:**
- Graham Burgess, CEO, digiLED.
  - The digiLED Pixel Depot in Las Vegas.
  - The O2 Arena with digiLED ZEUS® technology.
  - The digiLED UK Pixel Depot.
  - The huge screen at Yorkshire Country Cricket Club's Headingley Stadium featuring digiLED ZEUS® technology.