

FLEX takes centre stage, live on UK's National Lottery draw shows.

The National Lottery draws come from a dedicated "National Lottery HQ" TV studio every Wednesday, Friday and Saturday evening and Camelot, operator of the UK National Lottery, works with Endemol UK the UK's largest independent TV production company, and Arqiva, to produce dedicated draw coverage from the purpose-built studio.

The production team works to ensure that the draw shows stay fresh and visually exciting, and as part of this process approached displayLED in search of a creative, flexible and lightweight LED display to add to the studio set.

The displayLED team proposed the award-winning digiLED FLEX and Endemol carried out extensive tests to ensure the compatibility of FLEX within a broadcast studio and camera environment. The FLEX passed all tests, proving to be well suited on both brightness control and refresh rate, even with slow-motion camera usage.

The high resolution digiLED FLEX circular screen runs messaging, branding and dramatic lighting and is positioned directly above the presenter hosting the draw shows. The FLEX display, measuring 320mm high and 2,500mm wide, is made up of 40 FLEX tiles which are mounted onto a metal ring. The metal ring also holds 32 Chromostrip LED light tubes, acting as down-lighters. An internal aluminium face takes on the colours from the FLEX and light tubes.