

## CraneWorks and displayLED deliver high resolution in low temperatures for Kamppi

**Installing a 100 square metre, high resolution LED screen above the entrance of Helsinki's stylish retail destination Kamppi Shopping Center in time for the 2012 Christmas season presented a number of challenges to systems integrators CraneWorks Oy Ltd and screen specialist displayLED. The screen needed to offer a striking advertising experience to the many thousands of customers who visit the centre each week, with unparalleled image quality and reliability, even in the extreme Finnish temperatures, which can plunge below -30°C in winter or reach 30°C in summer.**

Content for the screen is operated for Kamppi Center Investments by Clear Channel Finland and features advertising by the highest profile brands, as well as regular live event screenings, so the client needed absolute confidence in the screens ability to perform. In addition, it had to be visible from multiple angles, high and low, as it can be viewed from hotels in the surrounding Narinkka Square. Light weight and ease of maintenance were other key considerations.

"The idea was to replace the previous LED screen, which was much smaller and at the end of its lifespan, to make maximum use of the available space," says Derek Latham, digital signage specialist at CraneWorks. "The centre had originally planned to fit a high resolution LED when it opened in 2006 but this was deemed too difficult at the time because of available technology and costs."

CraneWorks approached displayLED's Finnish sales manager Paavo Kilpiö, who was able to suggest the digiLED IT system, a new platform designed by the company for the fixed installation market which features an IP67 LED tile weighing just over 40kg per square metre.

"We have had a relationship with Paavo for many years," says Latham. "We wanted to work with someone we could trust and rely on who would give us the best quality screen within our budget."

After two years' planning work, displayLED began the build in mid October 2012. Adding over 10,000kg of galvanised steel to the structure of the Kamppi Center, remarkably without the use of bolts or welding, ensured there was no need for ground support. Every cross member, horizontal and vertical beam, was either clamped or mechanically fixed to the shopping centre's existing steelwork. In the second week of the project, each screen module was individually installed by

crane over four days, while internal module power and data cabling was completed ahead of schedule. During the installation period the team experienced the type of conditions the screen would have to withstand, when the temperature fell to -6°C and sleet turned to snow on two occasions. Nonetheless, the system was up and running ahead of schedule by the start of November 2012.

“The front surface of the IT Tile has an impressive IP rating of 67 which means it's ‘dust tight’ and protected against immersion,” explains displayLED project manager, Tonie Wishart. “The tile is totally encased with a polycarbonate front mask and die-cast aluminium back plate. The frame is high grade aluminium and the modules’ power boxes are thermostatically controlled to provide year-round temperature stability. The screen has been designed to show full HD content and the viewing distance covers several blocks of the city centre, including surrounding hotels and restaurants.”

“The digiLED IT screen installed at Kamppi represents a new level of sophistication for LED screen technology,” explains Guy Horrigan, displayLED’s commercial director. “We hope this is the first of many projects utilising our new platform. The system benefits from full remote diagnostics, down to pixel level, which allows the screen to be monitored anywhere in the world. The IT tile control system also has the capability to send out notifications to a service desk or technician via email or SMS should there be any untoward occurrences. We also installed thermostatically controlled heaters to ensure vital components are protected from the extreme cold. We were delighted to be working with CraneWorks who have done a fantastic job interpreting Kamppi’s requirements and working with us to meet their expectations.”

“The screen is functioning really well even in extreme temperatures,” confirms Latham this January. “We’ve had -26C this past weekend and the screen was not affected. The advertisers are also impressed with the large hi-res images produced on the new LED screen. The city of Helsinki was World Design Capital in 2012 and this screen is a perfect fit to go with that title.”

[www.displayLED.com](http://www.displayLED.com)

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