



News Release

September 2009

## **LED technology beats projectors and Videowall multiscreen for unique Lancôme in store digital signage project.**

Messagemaker Displays were the preferred supplier of intelligent LED displays for Pixel Inspiration when they won the contract for custom digital displays for perfume and cosmetics company Lancôme, within their flagship concession in Selfridges Oxford Street.

Two high resolution 6mm pixel pitch LED displays totalling 9M<sup>2</sup> were supplied and installed. Including a unique 4 sided seamless screen that integrates with a main point of sale display (see photo). Displays were made to precise dimensions to integrate with design requirements and physical constraints in the store. The 4 sided screen wraps round a building column.

Pixel Inspiration create and run custom narrowcast content, remotely updated frequently.

LED was the only display technology that offered a seamless appearance in the custom screen layouts required. The LED screen is less than 100mm deep.

Whole life costs of LED have now come down to a level which is highly competitive with professional projection / LCD multi-screen systems.

Maintenance costs for heavy duty projectors can be expensive when you consider replacements lamps with a typical life span of perhaps 2000 hours (12 weeks). Plus there's the cost of sending an engineer to site to fix it every time.

Whereas an LED screen is virtually maintenance free and has an expected life span over 100,000 hours. An LED Display can also provide better colour rendering and a much brighter, more vivid display.

### **Messagemaker Displays Limited**

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LED screens are also very energy efficient, the Lancôme displays run at just 30% brightness and is more energy efficient than using LCD or projection at similar brightness. With over 2000 NIT brightness capacity they are brighter than many window brightness displays.

Pixel Inspiration Managing Director, Frank Emerson commented "The success of the Selfridges installation shows how using digital display technology for top class ambient branding can equal, if not better results simply using digital signage to blast customers with adverts and promotions".

Messagemaker Displays, Managing Director, Harry Filer added: "All Digital signage companies should understand the importance of being able to offer LED technology. With the latest surface mount LED, it is easy, quick, flexible in design and above all so cost-effective that every Digital signage Company should have it in their portfolio."

The complete range of products together with technical specifications can be found by visiting their website , dedicated to the above technology, [www.rgbscreens.com](http://www.rgbscreens.com). Alternatively call 0845 021 2340.

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