

# IN·VIEW

**LIGHTHOUSE**  
CREATE IMPACT

Issue 42



# BRIDGING LONDON

Lighthouse Technologies and Solutions In Steel have developed a partnership that has seen the completion of some of London's most highly successful digital out of home installations of recent years. Offering the highest quality LED screens and a turnkey design and build process has made the realisation of these potentially complicated projects a relatively simple process.

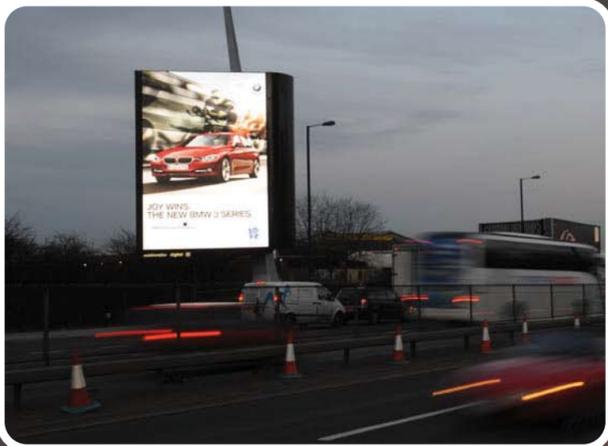


**A3220**

Ocean Outdoor has commissioned a number of Lighthouse / SIS projects on behalf of the Westfield retail group, including screens over the A3220 at Shepherd's Bush. Despite being one of the shortest A roads in the UK, it is also one of the busiest, providing a huge audience for the 10.2m (w) x 3m (h) Lighthouse P16 i/o screens.

**A40**

Measuring a combined total of 108m<sup>2</sup>, The Spire Western Avenue is one of the latest projects on which Lighthouse and SIS have come together for media owner Outdoor Plus. This double-sided V shaped structure utilizes 8 x 8 panels of Lighthouse Impact 12 and is situated between Hanger Lane Gyration and Gypsy Corner on the A40, targeting both in and outbound traffic from West to Central London.



**Silver Screen**

Another major roadside installation in west London for Ocean Outdoor is the Silver Screen, located on the south side of the M4 at Kew. With an estimated 4.3m people using this stretch of motorway every month - many being international travellers going to and from Heathrow Airport - it is a highly sought-after location for advertisers. A bespoke double-sided structure features a (6 wide x 8 high) Lighthouse (R7-ER) screen on each side, ensuring that advertisers messages are clearly broadcast to every road user.



**Two Towers West**

Located on the A4 at Hammersmith, the Two Towers West forms a gateway on the Western side of the capital. It features bespoke towers either side of the road, on which are mounted two portrait-format Pi7-ER screens, each measuring 5.1m (w) x 7.6m (h), for viewing by both inbound and outbound traffic. Supplied for outdoor advertising specialists Ocean Outdoor, each pair of the three-sided steel towers was manufactured in sections at SIS's Peterborough premises. These were driven to London under police escort, erected and the screens mounted during overnight road closures.



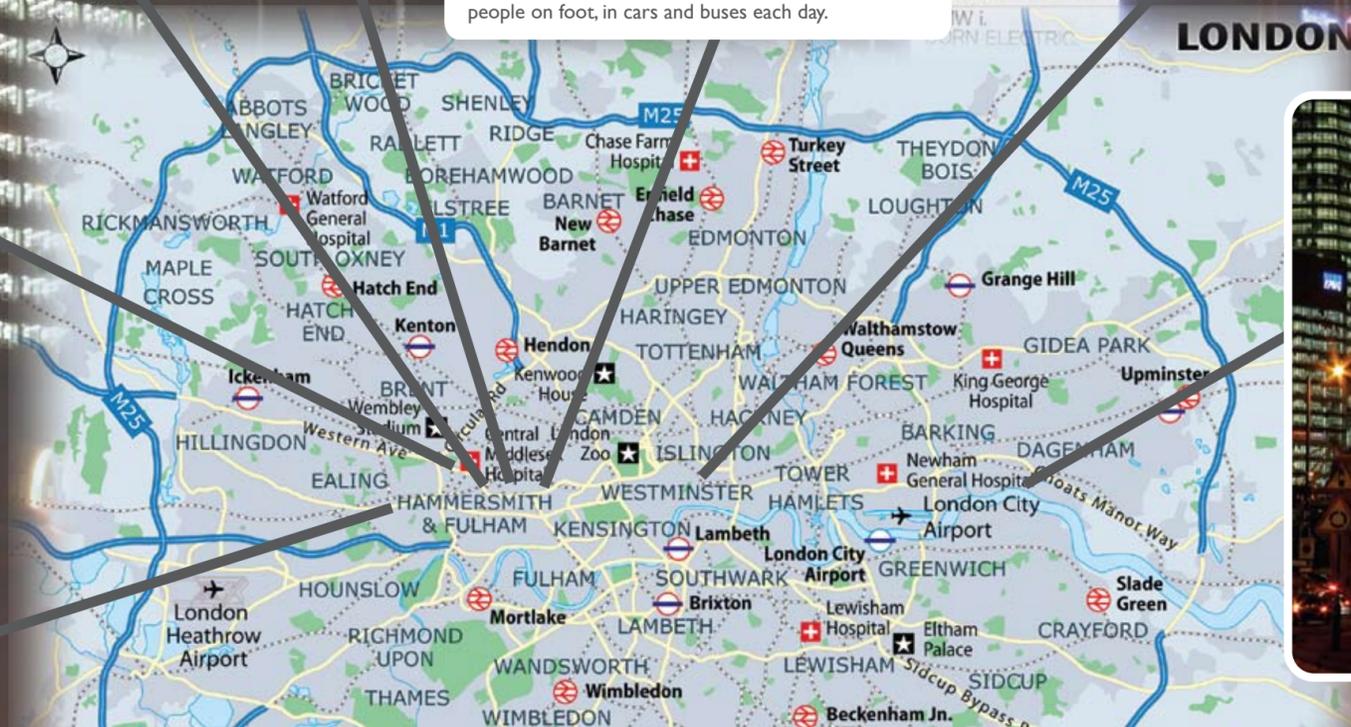
**Hammersmith Road**

Not far from Two Towers West is a bespoke two-sided SIS structure that bears two portrait format screens. Located at the busy junction of Hammersmith Road and Hammersmith Broadway, the structure supports a (5 wide x 12 high) (Pi10i/o-SMD-FRA) screen on each side, displaying static advertising images. Another Ocean Outdoor project, it is passed by thousands of people on foot, in cars and buses each day.



**Euston Underpass**

Spanning both lanes of traffic on each side of the bridge that crosses the A501 Euston Underpass, one of the busiest roads in the UK, the installation of 12m (w) x 3.5 m (h) Impact 12 screens involved a detailed planning process to ensure that the installation (weighing 10.5 tons for each screen and structure) went smoothly and were commissioned for media owner Outdoor Plus precisely to schedule.



**Two Towers East**

Installed towards the end of 2011, the Two Towers East is located either side of the A13 in Docklands and compliments its western counterpart by forming the gateway on the eastern side of the city. Identical to the Two Towers West, its two Pi7-ER screens are seen by tens of thousands of people every day.

# HOW TO BUY AN LED SCREEN?

Purchasing an LED screen can be a complex business. By the nature of the technology and its purpose, there are many things to consider. Here are the most important ones:

## 1. Ensure you have the correct specification panels

There are a wide variety of LED screen specifications and it is critical to choose the right one for your project. Every site is different, so the correct pixel pitch (for optimum viewing distance) and vertical/horizontal viewing angles, whether it is for indoor or outdoor use and how the panels will be accessed for maintenance are just a few of the critical choices that need to be made.

## 2. Ensure that you get what you've specified and paid for

Cheap LED screens may be quoted as having aluminium frames (which are light and don't corrode), but actually come with steel frames (which are heavy and do), may have faulty LEDs or sub-standard wiring. Ensure that you buy from a reputable company that will deliver the screen you specified.

## 3. Shipping times and costs

LED panels are frequently one of the last things to be installed in a major building project. However, as they are a focal point for the public, they invariably need to be present and working correctly to precise timescales. Therefore shipping times versus costs are often critical. The choice of shipping panels by air, sea or land can make a huge difference to the costs and successful, on-time debut of an LED screen project.

## 4. Installation and commissioning

Installing an LED screen is one of the major 'hidden' costs, both in terms of finance and time. Depending on the site, screens may require the manufacture of bespoke frames or structures, a site survey will generally be required, ground works may have to be undertaken and there will always be some kind of 'exclusion zone' around the area of the screen (including possible road closures) that will have to be organised and implemented while the screen is erected and commissioned. Electrically connecting the panels to each other, the whole screen to its source and testing also take time in what may be a very narrow window of opportunity.

## 5. Maintenance

One of the major advantages of LED screens is their reliability. However, to maximise their working life, all require ongoing maintenance. Establishing a regular maintenance programme that includes such things as brightness control, diagnostics, etc, is essential, and is another cost that may only become apparent once a screen is installed. It needs to be factored into the cost of the project, as well as arranging when it can be carried out with the owners of the site.

## 6. Content management

Once an LED screen is bought and installed, what will it show? Arranging for content to be sourced, streamed, managed and updated is a major ongoing part of any LED screen installation, which should to be factored in at the very beginning.

## 7. Licenses

Content licences are another fundamental part of LED screen management that need to be addressed early on. Licenses need to be sorted out in such a way that it is possible to change your content management company if you need to, meaning that all eventualities are covered.



## WESTFIELD SCREENS

Further projects that Lighthouse and SIS have undertaken at the Westfield London shopping centre for Ocean Outdoor include an elegant triangular profile structure at the entrance to the centre's 4,500-capacity car park, each side of which carries a 8.96 (w) x 4.80m (h) Lighthouse S10 screen.

Another screen is located on the main route into the centre from the nearby Shepherd's Bush railway and Underground stations, measuring 12.24m (w) x 4.56m (h) and comprising Pi7-ER panels, while a 14.08m (w) x 8.64m (h) Pi20-FRA screen is mounted on the retail centre's outside wall, aimed at visitors entering from the nearby White City bus station.

"Buying an LED screen can be a daunting process. There are a lot of things to think about and what you think is a cost effective option can turn out to have a multitude of hidden costs that can make your cheap screen ultimately expensive.

"Lighthouse not only manufactures the market's best quality LED screens but, by working in close partnership with UK-based Solutions In Steel (SIS), it offers a 'one stop shop' for everything you need."

*Simon Taylor, Lighthouse Technologies*

"We understand that every project is different and all the factors of your project are considered and included, right from the very start.

"There are no hidden costs or unpleasant surprises part-way through and you won't be left with a truckload of LED panels that needs significant further investment to get built, mounted and running to your client's satisfaction.

"We even absorb any fluctuations in exchange rates, ensuring that the price that you are quoted at the beginning is the price you pay at the end."

*Simon Grice, Solutions In Steel*

*Lighthouse and SIS. Perfect screens with peace of mind.*

For further details of Lighthouse products visit our website [www.lighthouse-tech.com](http://www.lighthouse-tech.com) or contact your nearest Lighthouse office.

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