

## Coke Screen, Piccadilly Circus, London



## Coke screen, Piccadilly Circus gets upgrade courtesy of displayLED.

Giant video screen specialist displayLED has expanded its roster of services to offer upgrades and refurbishment contracts for fixed installation screens. The first site to benefit from this is the high profile Coca Cola screen in London's Piccadilly Circus. At the time of installation, this was the UK's largest advertising screen and as befits such a landmark is currently undergoing a complete overhaul, with its total re-calibration due to be completed in March 2007.

The project falls into two parts: first is the implementation of an extensive upgrade, which will improve efficiency and provide the screen with additional functionality; second is routine maintenance.

The former includes the installation of a new playout system that will enable Coca Cola to control content from its own offices, previewing before is displayed and monitoring it once on the screen. A number of interactive functions, such as a weather station sited on the roof of the building that will allow the content to adjust automatically to reflect the prevailing weather conditions, will also become available.

The latter comprises basic repairs carried out on a weekly basis, plus the provision of an emergency call out facility with engineers normally on site within two hours.

However, one of the biggest challenges such an installation faces is the continual change in ambient temperature, which can have an adverse effect. So a major part of displayLED's remit has been to increase the efficiency of screen's temperature control system. "A total of 32 columns of screen are being removed one at a time to be fitted with temperature measuring boards," explains displayLED's Project Manager Bob Kronman. "These sense the ambient temperature of the monitor and adjust the fan speed to maintain optimum temperature within each of the boards. In addition, new heat sinks are being fitted to the back of the IM beams. These are four times the size of the previous sinks and increase the dissipation of heat. This combination is designed to dramatically improve overall temperature control."

Each IM beam is also being fitted with a new mechanical handling system so that the tiles on the curved section of the screen will fit more accurately and reduced any visible gaps. "As each section of the screen is removed, it goes into an environmentally controlled chamber at displayLED South, our engineering facility located in Surrey, where it is recalibrated using a Radiant camera," adds Kronman. "This looks at a 'golden sample', which is perfectly uniform, and adjusts each section that goes back into the screen making it exactly the same colour temperature and brightness as the golden sample. "The entire process means that the screen should run with out any mechanical faults due to excessive heat build up."

"We are delighted to be involved in such a high profile project and thanks to the expertise of our technical staff, the screen refit has been a great success. The displayLED team has also secured the maintenance contract for the LED screens at Arsenal's Emirates Stadium in North London."

Interested? call  
**+44 (0) 20 7381 7840**  
 or email  
**info@displayLED.com**

### About displayLED

*The displayLED team are independent specialists in the giant video screen industry.*

*With operations in London, Hong Kong and Sydney and a US facility to open in 2007, the company's main focus is on supplying the sports and rental markets plus specialist "marquee" displays such as the installation for Coca Cola in Piccadilly Circus and Reuters in London's Docklands.*

*The people behind displayLED are some of the most experienced in the business. Its highly skilled team has a great track record and is in the unique position to offer specialist advice and turnkey solutions for any large display project, at competitive prices.*

Display LED Screens Ltd  
 20 The Coda Centre  
 189 Munster Road  
 London SW6 6AW