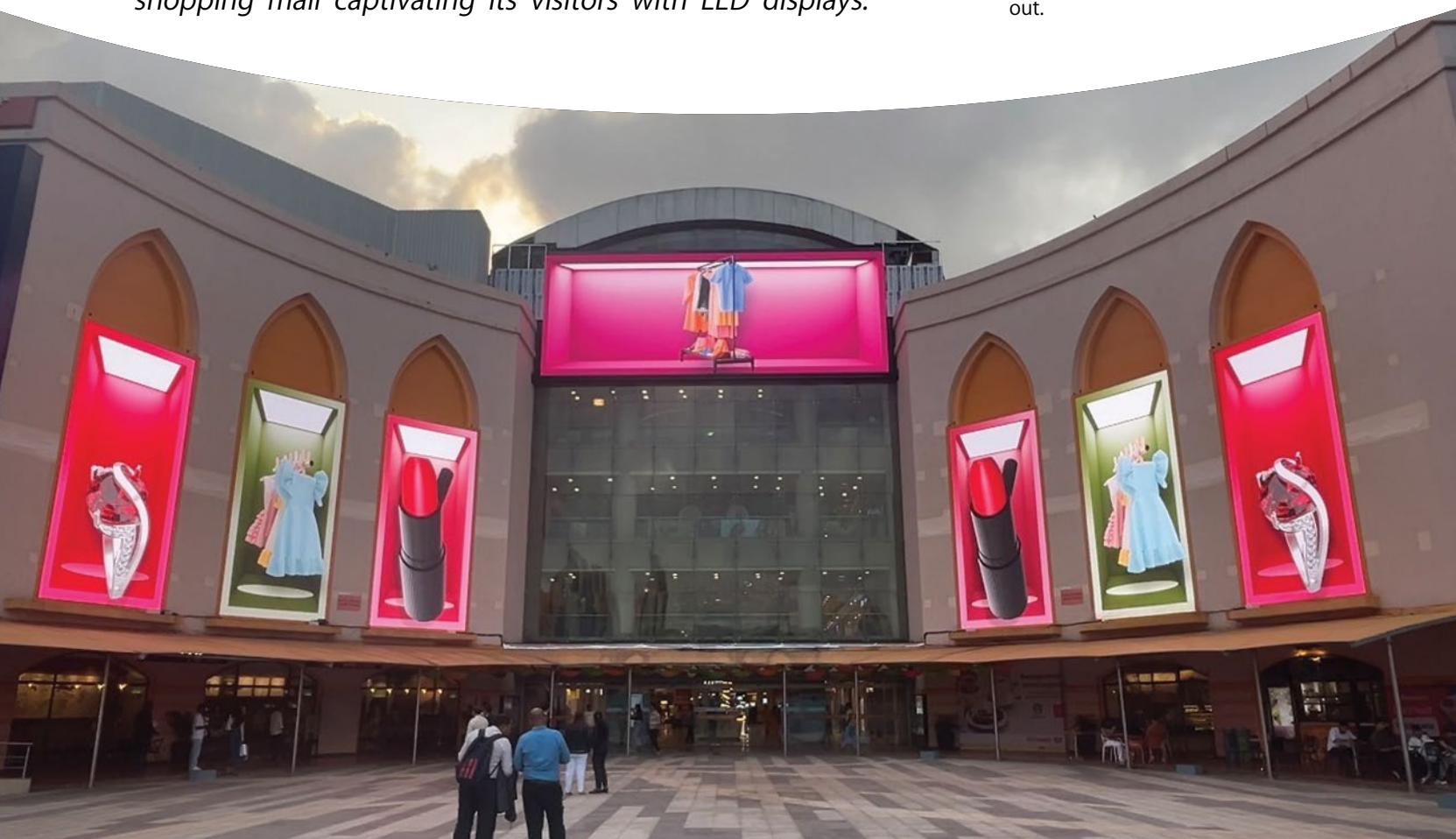


REDEFINING SHOPPING MALL FAÇADE WITH **XTREME MEDIA'S** EARTH SERIES LED DISPLAYS

*Shopping malls are constantly seeking ways to attract more foot traffic due to the rise in competitive retail environment with regards to the latest advancements in digital displays. Brands are in big way allowing businesses to communicate offers, relevant content, and promotions to visitors, creating an engaging and dynamic shopping experience. Aligning its digital approach with this trend, **Xtreme Media** provides innovative solution to an Indian shopping mall captivating its visitors with LED displays.*

Dedicated to redefining the mall's outdoor façade by going digital, the client turned to Xtreme Media for its cutting-edge LED display solutions bringing their vision to life.

The client wanted to do something on a larger scale that would promote various in-store offerings on shopping mall's outdoor façade. However, this project did not just require an LED display solution that would serve as a major attraction, but also a visually compelling set up that would stand out.



Xtreme Media highlights its engineering expertise with the installation of its Earth Series LED displays at the shopping mall

REQUIREMENTS OF THE PROJECT

The project required seamless installation of digital displays into the existing architecture of the mall. Therefore, Xtreme Media thoroughly went through the client's requirements and proposed installing LED Displays from Earth Series, an ideal range designed for outdoor environments.

These outdoor LED displays suggested by the brand met the needs for the mall's outdoor façade, offering high durability, superior brightness and energy efficiency. Moreover, the shopping mall can display different offers and promotions in a dynamic and engaging manner due to the content playing on these screens.

As informed by the brand, the choice of Earth series was also driven by the demands of the Indian weather, considering the factors such as dust and rain as these could impact the performance of the outdoor setting.

CHALLENGES AND SOLUTIONS

This project proved to be different as it got a lot of technical challenges on the ground. After visiting the site, Xtreme Media's team realized that this assignment was not just to install the screens simply. The existing structure lacked the necessary infrastructure to support the installation of such large LED displays, especially the big screen that needed to be placed at the centre. This required a complex restructuring of the outdoor façade before the installation could begin.

The process required thorough planning,

considering the structural integrity, electrical connectivity, and safety considerations. Despite this challenge, Xtreme Media's expert engineers rose to the challenge and provided end-to-end solutions, from the design phase to the execution, ensuring that the screens were completely operational despite the structural constraints. The team ensured seamless connectivity by building the structure at both the ends of the store's façade and successfully took charge of redesigning the façade's structure.

EXPERTISE UTILIZED FOR THE INSTALLATION

Xtreme Media understood that the client wished to give a whole new look at the entire premises and hence, it assigned its engineering experts on site to study the situation and deliver the best outcome.

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Furthermore, the following key features of Earth Series made the digital displays installation a perfect solution for the shopping mall:

- **Energy efficiency:** Less power consumption capability of these LED displays makes them environment friendly and cost-effective.
- **Weather resistance:** With an IP66 rating, these outdoor LED displays from Earth series have full protection from harsh Indian weather conditions such as dust and rain, which results in their long-term durability.
- **High brightness and clarity:** These displays also provide higher daytime visibility even in broad sunlight, ensuring that the content remains clear and readable for the viewers.

SUCCESSFUL INSTALLATION OF THE EARTH SERIES

Xtreme Media's team emphasized that the structural modifications and the installation of these screens became an instant highlight, capturing the attention of the shoppers and enhancing the mall's visual appeal in turn. The results exceeded client's expectations as the vibrant and eye-catching visuals on the 7 outdoor LED displays from Earth series increased foot traffic and attracted more visitors to the mall. The client was most impressed with Xtreme Media's commitment to quality and the expertise with which the entire process from design to installation took place. The successful installation of Earth Series LED displays stands as a testament to the brand's role in redefining how shopping malls engage with their visitors.