

ILLUMINATING SHOPPING MALL WITH XTREME MEDIA'S NYX SERIES LED DISPLAYS

*With the evolving digital needs, shopping malls are one of the pioneers in adopting digital display technology with an aim to create engaging and immersive experiences for their customers. Certain mediums are put to practice to seek innovative ways to utilise digital content, right from enhancing the visual appeal to keeping visitors informed. This case study features a successful collaboration between **Xtreme Media** and one of the leading shopping malls, where the use of LED display technology has transformed the mall into a vibrant and engaging space.*



Providing versatility and superior performance, Nyx Series by Xtreme Media display vibrant and engaging content for visitors

Enhancing customer engagement and elevating the overall shopping experience has become a new mantra. To fulfil this requirement, a renowned shopping mall sought to upgrade their premises through indoor and outdoor digital displays that would show vibrant content and attract visitors to the mall. Their primary requirements included:

High Visual Impact: The digital displays had to deliver vibrant and lively visuals to

attract and retain customer attention.

Customisable Display Solutions: The displays needed to be adaptable to various shapes and sizes to fit seamlessly into the mall's architectural design.

Strategic Placement: The placement of displays, whether indoor or outdoor, at strategic locations was a major concern to ensure that the content put on the screen is gaining maximum visibility.

Timely Execution: Installation had to

be completed within a tight schedule, ensuring minimal disruption to the mall's operations.

XTREME MEDIA'S SOLUTIONS THROUGH NYX SERIES

Xtreme Media understood the client's vision and challenges, and suggested LED displays from its **Nyx series**, perfect for the given scenario. Known for their versatility and superior performance, these displays

INVENTORY DETAILS:

Nyx Indoor LED Details:

- Pixel Pitch (mm) – 2.5mm
- Quantity – 4
- Screen Size – 5.72m X 1.92m, 5.72m X 1.44m
- Screen resolution (px) – 2288 X 768, 2288 X 576

Nyx Outdoor LED Details:

- Pixel Pitch (mm) – 3mm, 5mm
- Quantity – 3
- Screen Size – 11.52m X 6.72m, 10.56m X 11.52m
- Screen resolution (px) – 3840 X 2240, 2112 X 2304

CONCLUSION

This project underscores the power of transforming shopping spaces through digital displays into lively and engaging environments. The indoor and outdoor LED displays from Xtreme Media's Nyx Series not only met but surpassed client's requirements, reinforcing the leadership position of the brand in digital display solutions. By leveraging the versatility and brilliance of Nyx Series, the mall successfully elevated its customer experience, setting a benchmark for innovation in the retail sector.

were the ideal solution to meet the client's needs. Key aspects of the solution included:

Customisation and Adaptability: Nyx Series LED displays are designed in a way that fits the mall's unique architectural layout. These indoor displays are installed one on top of the other, creating a visually stunning effect, while outdoor LED displays are strategically placed at the entrance to gain the attention of the visitors from a distance.

High Brightness and Vibrant Visuals: With a unique feature of emitting high brightness, the Nyx Series LED displays deliver clear and vivid visuals. This feature ensures that the content on both indoor and outdoor screens remain impactful, even under varying lighting conditions.

Seamless Execution and Enhanced Engagement: Xtreme Media's dedicated service team worked tirelessly to complete the installation within the limited time-frame. To avoid disrupting mall operations, the installation was carried out during non-operational hours, demonstrating the team's commitment to excellence and customer satisfaction. Moreover, content relating to offers and other information that brands wished to communicate with, engaged visitors throughout their journey

within the mall. Meanwhile, the outdoor screens acted as a major attraction point drawing customers into the mall through their eye-catching visuals.

CLIENT'S IMPRESSION

The client expressed great appreciation for the performance and impact created by the LED displays. The combination of high-quality visuals, strategic placement and timely execution exceeded their expectations. Key highlights of their feedback included:

Positive Customer Experience: The shopping experience is made more enjoyable as visitors are captivated by the vibrant and dynamic content from the time they enter the mall.

Aesthetic Appeal: The outdoor LED displays act as the major attraction point and seamlessly blend with the architectural design of outdoor exteriors while the stacked indoor displays add a sophisticated touch to the mall's interiors.

Professional Execution: The client appreciated Xtreme Media's efficiency and dedication in completing the project within the tight deadline without disrupting mall operations.