

# AV MANUFACTURER: DOOH DISPLAY

*Everglow LED's latest integration of DOOH display at the Manohar International Airport (Goa Mopa) delivers a landmark installation that blends architecture, storytelling, and digital art. Designed as a sculptural, custom ceiling-suspended curved DOOH display, the installation transforms the terminal into a dynamic visual environment, demonstrating how digital signage can move beyond screens to become an integral part of spatial design. AV-ICN Expo Magazine shares the case study in brief.*

**A**t the newly developed Manohar International Airport (Goa Mopa), Everglow LED redefined the possibilities of DOOH display installations in airport environments. Moving beyond conventional flat digital signage, the vision was to create a large-scale, immersive DOOH display that reflects Goa's vibrant energy while seamlessly enhancing the airport's architectural identity.

The result is a custom ceiling-suspended curved DOOH display, engineered using Everglow LED's Vertex Series P2.5 flexible LED technology. This sculptural digital wave transforms the terminal into a dynamic visual experience, demonstrating how innovative DOOH displays can integrate storytelling, design, and high-impact visibility within modern transit spaces.

## Project Overview

- **Project:** Custom Flexible Wave LED Display
- **Location:** Manohar International Airport (Goa Mopa), Goa
- **Product:** Everglow LED – Vertex Series (P2.5 Flexible Modules)
- **Visual Artist:** Mobotato (via Art-Crush Gallery)

## THE CONCEPT: A DIGITAL CENTREPIECE

Airports are spaces of constant movement. The intent was to design a visual installation that complements this motion rather than interrupt it. Everglow LED developed a sculptural LED form that flows seamlessly through the terminal, creating a focal point that feels both dynamic and refined.

Suspended from the ceiling, the installation introduces digital art as part of the architecture — subtle, fluid, and impactful.



*Everglow LED's Vertex Series P2.5 flexible LED technology integrated at the Goa Mopa airport, seamlessly displaying Goa's vibrant energy*

# RETHINKING AIRPORT DOOH: EVERGLOW LED REDEFINES AIRPORT ARCHITECTURE WITH IMMERSIVE CEILING AT GOA MOPA AIRPORT

## TECHNOLOGY BEHIND THE WAVE

The installation features Vertex Series P2.5 Flexible LED, engineered for architectural applications where form matters as much as performance.

- **Flexible Structure:** The LED modules are built on a soft, bendable PCB, allowing smooth curves and continuous surfaces without visible breaks.

- **High-Resolution Output:** The 2.5mm pixel pitch ensures sharp, vibrant visuals even when viewed from close distances.
- **Lightweight Design:** The slim construction makes ceiling suspension possible without adding unnecessary structural load.

Together, these elements enable creative freedom without compromising

visual quality or safety.

## PRECISION ENGINEERING & INSTALLATION

Behind the flowing form lies careful engineering. A custom metal framework supports the wave, while magnetic flexible modules lock into place to maintain a clean, uninterrupted surface.

All wiring is concealed within the structure, ensuring the display appears seamless from every angle, allowing the design to remain the hero.

## WHY DOOH DISPLAYS MATTER IN AIRPORT ENVIRONMENTS

Airports are high-footfall environments where communication, branding, and passenger experience intersect. A well-executed DOOH display installation ensures content remains visible, engaging, and impactful across large spaces without disrupting architectural flow.

At Goa Mopa Airport, the suspended LED wave demonstrates how DOOH displays can move beyond advertising to become experiential design elements. The installation balances brightness, resolution,

*Suspended from the ceiling, the airport's sculptural LED flows seamlessly through the terminal, introducing digital art as part of the architecture.*

and form, ensuring visibility from multiple angles while maintaining aesthetic harmony.

This approach reflects the future of DOOH display installations, where technology enhances space rather than dominating it.

## CONCLUSION

This installation highlights Everglow LED's expertise in delivering custom, design-led visual solutions. By integrating advanced LED technology with thoughtful engineering, the display goes beyond signage to become an architectural element within the space.

The Vertex Series proves that digital screens don't have to be flat—they can move, flow, and transform environments.

The Goa Mopa project demonstrates what's possible when technology meets imagination. From transport hubs to retail and corporate spaces, Everglow LED delivers solutions that are tailored, refined, and impactful.

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