

XTREME MEDIA BUILDS INDIA'S LED DISPLAY FUTURE ON INNOVATION, QUALITY, AND SERVICE



Xtreme Media's innovative LED displays from LIT and Earth series cater to indoor and outdoor applications, and are committed to high-performance, durability, and reliability

Xtreme Media has established itself as one of India's leading active LED display brands over a span of more than 16 years, building a strong reputation built on its strong pillars of Innovation, Quality, and Service. With a diverse portfolio that caters to corporate, retail, real estate, rental applications and many more, the brand has consistently demonstrated its ability to adapt to evolving industry demands while delivering high-impact visual solutions. At the core of this success lies a deep focus on research and development, enabling Xtreme Media to introduce technologically advanced products that redefine industry standards.

INTRODUCING INDOOR AND OUTDOOR LED DISPLAY EXCELLENCE

A testament to Xtreme Media's innovation is reflected in the company's flagship product lines—the Earth Series for outdoor applications and the LIT Series for indoor environments. The Earth Series stands out for its advanced common cathode technology, which significantly reduces power consumption by over 55%, making it energy-ef-

ficient and increasing its lifespan. Designed for high-performance outdoor usage, these displays offer brightness levels of up to 15,000-nits, ensuring clear visibility and vibrant visuals even under direct sunlight. Beyond performance, the Earth Series is engineered with a strong emphasis on durability and reliability. Features such as an IP66 rating for protection against dust and water, an integrated heat sink for efficient temperature management, and specialised cable encasing to prevent damage from external factors like rodents highlight a design philosophy rooted in long-term functionality.

Complementing this is the LIT Series,

Xtreme Media's indoor LED display range, which brings precision and visual excellence to fine-pitch display technology. Also built using common cathode technology, the LIT Series delivers superior energy efficiency while achieving exceptional image quality. With pixel pitches starting as fine as 0.78 mm, these displays offer remarkable clarity and detail, making them ideal for environments where visual accuracy is critical. Enhanced by HDR10 picture quality and a high contrast ratio of 40,000:1, the LIT Series ensures deeper blacks, brighter highlights, and more lifelike imagery. Both the Earth and LIT Series are further optimised through Dual Voltage technol-

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LEDX Technology is India's fully automated LED display manufacturing facility spread across 1,00,000 sq. ft. area, and has an annual production capacity of 5,00,000 sq. ft.

ogy, enabling them to deliver some of the highest nits-per-watt performance in their respective categories. These innovations are not just theoretical advancements but are extensively tested and proven in real-world deployments.

Expanding beyond fixed installations, Xtreme Media also offers a comprehensive range of **Rental LED displays** tailored for environments such as live events, stage productions, and exhibitions. These displays are engineered for flexibility,

speed, and reliability which are the key requirements in the rental ecosystem. With a high refresh rate of 7680 Hz, they ensure smooth visuals free from flicker, even under high-speed camera capture. Their optimal brightness levels are calibrated specifically for event settings, delivering impactful visuals without overpowering the environment. Design features such as lightweight cabinets and a fast lock mechanism significantly simplify installation and dismantling processes, while

hot-swappable modules allow for quick maintenance and uninterrupted performance during live operations.

BUILDING A RESILIENT 'MAKE-IN-INDIA, FOR THE WORLD' FOUNDATION WITH LEDX

Strengthening its commitment to quality and self-reliance, Xtreme Media has taken a significant step forward by initiating manufacturing operations in India through its newly launched facility in Gujarat - **LEDX Technology**. This strategic move is part of a broader vision of backward integration, aimed at reducing dependency on a single geography and mitigating risks associated with global supply chains. By bringing manufacturing closer to home, the company ensures faster turnaround times, improved quality control, and greater consistency in delivery. This initiative not only reinforces Xtreme Media's operational capabilities but also contributes to strengthening India's manufacturing ecosystem. More importantly, it positions the country as a reliable and future-ready global hub for LED display production, aligning with the larger vision of technological self-sufficiency and innovation-led growth.