

AV MANUFACTURER: REAL ESTATE SECTOR



Nyx indoor LED display of pixel pitch - 1.86mm, screen size - 14.08m X 2.88m, and screen resolution - 7570 X 1548 was installed at a real estate's demo apartments

A DIGITAL LEAP INTO THE FUTURE: XTREME MEDIA INTEGRATES REAL ESTATE DEVELOPER WITH ITS NYX LED SERIES

The client wanted to give an exceptional experience for their demo flats to the visitors and aimed to deliver more than just a walk-through. They wanted every customer to be wowed as soon as they entered the demo room. The goal was simple: to replicate the real-life vibrancy, depth and emotion of living in one of their fully furnished demo apartments right from the moment the customer stepped in. This is where **Xtreme Media** pitched in with a perfect solution for the requirement.

THE SOLUTION: NYX INDOOR SERIES LED DISPLAY

Xtreme Media proposed its **Nyx Indoor Series LED display**, known for its high image quality, adaptability and effortless installation to elevate the space and amplify the visual impact. This indoor LED display is installed in the balcony area of the demo room making it a showstopper and capturing the attention of every visitor with its dynamic content display, smaller pixel pitch and wide colour gamut.

This LED screen has transformed the conventional space into an experiential zone as the content on the display is played in such a way that the visitors feel that they are standing in their home's

*Today, buyers are expecting innovation and impact at every touchpoint. This calls for experiences that create visual storytelling and immersive environments for capturing attention and building trust. One of the leading real estate developers recognised this shift and decided to upscale their customer journey by integrating digital technology into their portfolio. To bring this vision alive, the client chose **Xtreme Media** as their trusted digital display solutions provider and **AV-ICN Expo Magazine** team covers the brief story in this edition.*

balcony area. This gives the homeowners the actual look and feel of how they will be able to enjoy a cup of coffee with a scenic view while sitting in their balcony area.

THE IMPACT: TURNING VISITORS INTO BUYERS

This LED display plays a major role in boosting visual engagement. Every person walking into the room is drawn to the brilliance of the screen as it has become a conversation starter, a storytelling medium and is contributing to sale to a large extent.

Real estate is all about imagination and aspiration and Xtreme Media's Nyx Series fits just right to serve this purpose. The screen has drawn customers to vividly pic-

ture their future homes and elevate their decision-making confidence.

DIGITAL DISPLAYS HAVE BECOME REAL ESTATE DIFFERENTIATORS

This case is a perfect example of how LED technology is revolutionising the real estate sector. By going beyond traditional marketing tools, brands can offer deeper emotional connections and higher recall value to potential customers.

With Xtreme Media's Nyx Series, the real estate developer didn't just display a flat, they brought a lifestyle to life. As industries evolve, one thing is clear: the future belongs to those who create experiences, not just spaces.