

CASE STUDY

AET's LED Display Transforming Advertising Industry with Its Innovative Design

AET LED Displays has successfully installed its outdoor S5 - P5.9 eggshell LED Display in Kuwait for M2R Advertising Company, flaunting its unique design with high-tech visuals.

Let's get more into the product details as well as the challenges that our team faced alongside the requirements and results.

PRODUCT INFORMATION

- ▶ Product Detail: S5 - P5.9
- ▶ Project timeline: The Project Started in August - Completed in September 2023.
- ▶ Panel size: 500x500
- ▶ No.of Panels: 1505
- ▶ Total Area covering: Diagram Attached (3D Design)
- ▶ Client or Property Name/Brand: M2R Advertising Company - Kuwait

CHALLENGES



AET's eggshell was required to be unique as well as a suitable alternative for bulky, rigid, and often energy-intensive traditional LEDs. We managed to overcome these constraints, creating a display solution that was as versatile and visually stunning.

REQUIREMENTS



The Eggshell team prioritised flexibility, durability, and energy efficiency. The display is required to conform to various surfaces without compromising image quality or brightness. Additionally, it had to withstand harsh weather conditions while minimising power consumption.

QUOTE

“ We didn't just want to build a display, but we wanted to create a tool, empowering designers, architects, and artists to push the boundaries of what's possible. Eggshell is a blank slate, an invitation to play with light and space in ways never seen before. ”

- MR. SU PIOW KO, VICE PRESIDENT, AET DISPLAYS



AET led Displays



@aetleddisplays



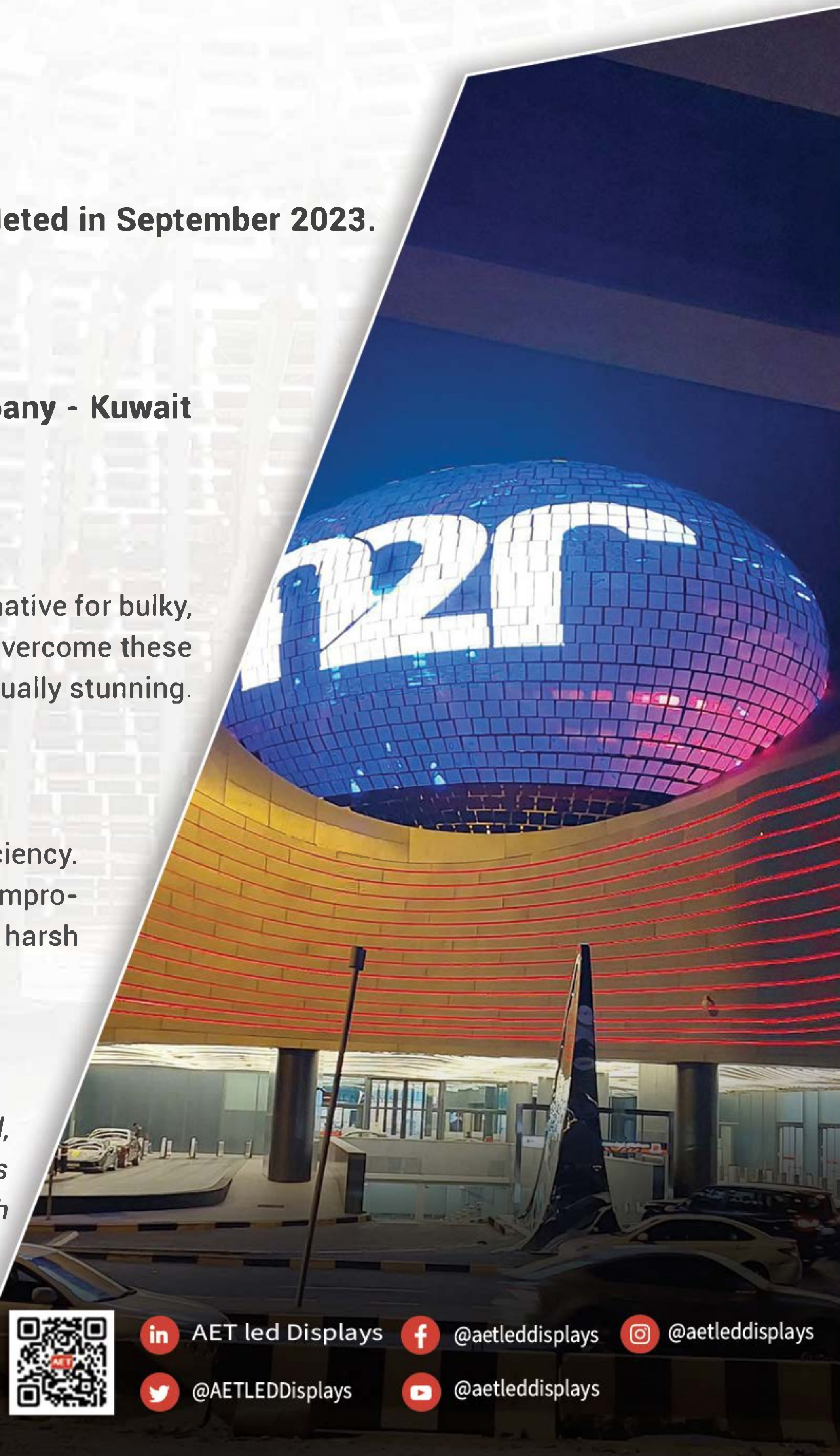
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SOLUTION



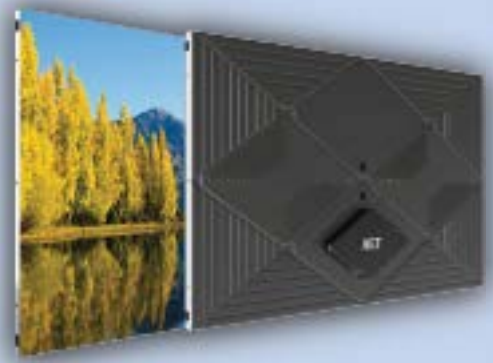
We used light weight, high resolution and flexible displays for this project as per the requirement. We also took all the safety measures to make it weather proof.

RESULT



Eggshell's innovative design exceeded expectations. Its exceptional thinness allows for seamless integration into walls, ceilings, and even furniture. The flexible material bends and curves effortlessly, conforming to even the most intricate surfaces. Eggshell's weatherproof construction braves the elements, while its energy-efficient LEDs minimise environmental impact.

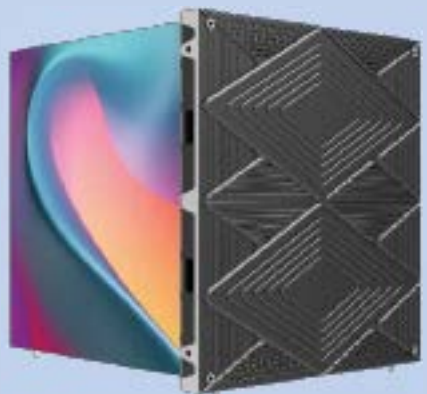
Product Suitable for the Advertising Industry:



AT SERIES
Pixel Pitch: P0.9, P1.06,
P1.25, P1.26 & P1.39



NX SERIES
Pixel Pitch: P0.9, P0.78,
P1.5, P1.8 & P1.25



KOALA SERIES
Pixel Pitch: P3.0, P0.9, P1.8,
P1.49, P2.0, P2.5 & P3.7

TESTIMONIALS

“The walls create an interactive experience for customers with its innovative design and high-tech visuals. It's an extension of our brand, immersing everyone in the beauty of its uniqueness. Eggshell transformed our place, enhancing our experience.”

- ADVERTISING COMPANY'S EMPLOYEE

