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PRESS KIT



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Light as an artwork



Blooming everywhere, LED video screens pop up in almost every shop window.

From Paris to Milan and New York they belong to every memorable display.

Burberry leaped ahead at its cosmetics flagship store in Covent Garden. And it has not been surpassed since its inception last winter.

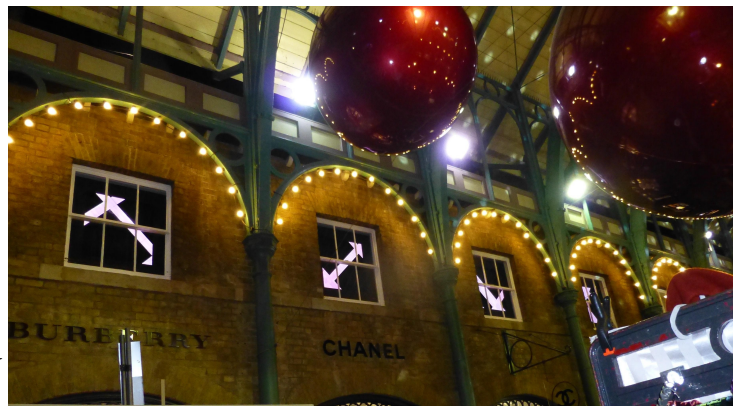
Indeed, what brand dared display its trade mark, the famous tartan, as a light sculpture?

Its size makes it monumental from the first floor of Covent Garden to the second in every window.

And the light is tamed by videos, showing effects but no adverts.

The inhouse studio of burberry creates abstracts arts to fit the mood of the time.

Only a subliminal message is cast here and what you get is much more lasting: the feeling of luxury and modernity.



Marshall McLuhan got it right, back in the 60's: « The media is the message ».

See online: bit.ly/BurbryFLL



Light softly pulsing on a wall

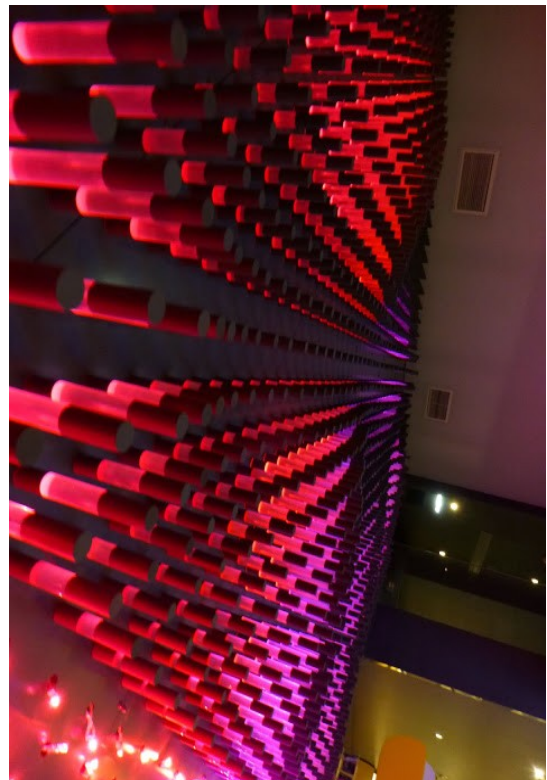


Imagine a wall facing the accesses and exits of 3 floors of theaters of a multiplex cinema. This large wall is dotted with cylindrical and transparent spikes of various lengths lit by video LED. Light come out of the side of the cylinders and not at the end, by design.

The alignment of these 5400 spikes creates mounds and vales. As every LED is a pixel of sort, the 100sqm surface is like a screen onto which lights and shades move from one area to the other, changing colors on the way.

Poetry in Ora-Ito's design

See online : bit.ly/PatheFLL



CHANEL Perfumes stand at Harrods (and other department stores in London)



A high definition screen makes for an eye catching display. In a big department store (here at Harrods) where lots of light flood products and visitors alike, Chanel found a way to stand out. Nothing compares to LED video screens as far as brightness, angle of vision and versatility of the screens. For instance, there are no edge in the above display. When one walks at a distance, and somewhat askew one cannot but see that Chance is there, or an other of the 3 perfumes showcased.

See the other perfumes display furnitures at John Lewis, Selfridges and Heathrow Airport. See online: bit.ly/ChanelVdoScrn



Two video totems in front of a spa

These columns give a glimpse of what is going on inside.

The screens start at 2m above ground and top at 4.50m. They are 0,30m wide. The columns themselves are in inox.

They show recorded clips of a person swimming down one column and a up the other.



Video art really supports architecture in this case.

See online: bit.ly/totemVideo

Advantages of LED Video Screens over LCD

LED video screens flourish in shops all over the world (London, Paris, New York, Tokyo...). Several benefits justify this.

Size do matter

To impress customers, there should be no technical limit. In fact, adding modules is easy in order to reach the size you want.

Edges ? No edge!

Little modules add up next to each other without a gap in between. This makes for elegant displays.

Shapes!

Since modules can be piled up or next to each other, you can imagine any kind of screen to show original video arts, movies, or just plain text (Cube, hollowed rectangle, checkered wall, oval board, cylindrical column ... we've done those).

Brightness

Inside a shop or even at a window, indoor or outdoor, the brightness and contrast is simply here to fend off any light pollution around.

Angle of vision

At 140° with brightness available and moving images, there is no escaping a glance. No matter how fast your customers happen to pass by, they would look you up and remember, or enter...

High definition, or not

You can choose among high definition modules in which there are a lot of LED per surface unit or spread them. You can even mix the same image with a high pitch at the center and a lower pitch on the sides (scoop : we're giving a customer's idea away here).

As a rule, one gauges screen definition as a trade off between distance of vision and LED density. But then, simple text scrolling is legible on a quite low pitch screen even at close range. Add changing colors in the background and you are all set. Eventually, the higher the LED density, the higher the cost.



Who we are

We started to offer intelligent clothings such as LED tags inserted in front of t-shirts and belt buckles. We happened to dress TV shows hosts and our buckles were part of Karl Lagerfeld fashion show in 2006.

With the advent of more powerful LED, we entered the lighting business space. We introduced the liquid light bulb in Europe (LED cooled by oil, as in some cars, but non-polluting).

We now offer a range of tiny spots for window displays and up to architectural wall washers of several thousands lumen. We also carry high quality LED stripes and spots which help render more color nuances in your lightings.

We also launched an all-in-one light measurement and energy savings service and financing program to help newcomers invest more easily in LED lightings.

Communicating through LED evolved as Video Screens products and installation services as depicted above. This is our other line of business.

We have various partnerships with complementary business sectors to help complete your installations.

Because we count 4 engineers out of a 6 persons workforce there are no technical challenge we cannot solve.

We love our business because our customers approach us with amazing projects. We are glad to help and sometimes we advise them with enhancement to their designs.

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