

Retail Displays



Retail Displays

Point of Sale Displays

In an expanding and highly competitive retail and shop environment the need for eye-catching and exciting merchandising methods is ever increasing and more demanding. An electronic LED display built into a POS or as part of the main stay of the refurbishment of the store is great means of wooing the public into your store. Besides the Wow factor of a huge LED display or front of house large video display the uses are endless, from on the fly 'sale' info to carefully crafted campaign advertising. Easily updated with minimum effort the scope for adaptability is vast.

The following photographs are a selection from our portfolio of previous installations in some top 'high street', 'flagship' stores.



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Left: Full Colour video display installed on the side of the building of a Bridal shop. Used for promotions.

Below: Full colour video display installed around a curved fascia board above the entrance to a shopping and entertainment complex *Trocadero, London*



Below: Double Displays outside entrance to Topshop

Below Right: Curved LED display within a shopping centre, *Bench*



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Above: JD Sports' flagship store, Arndale Centre, Manchester: 80mm white single line 'Ticker' style display running promotional text, above a 3m high LED video display, pillar mounted. The video display is 20mm pitch running store advertising.

Right: Full colour LED video display, Installed as you enter the shopping centre.



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Above: 60mm White LED 96 character single line in sections running under glass top counter and continuing up recessed in a pillar.
Note a colour gel filter to give a pink hue to the LED colour.

Thomas Pink Terminal 5 Heathrow



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Retail Information Displays



Above: Photo: 100mm 4 lines interspersed with 40mm high single line displays.
Albert Hein Food Retail, Amsterdam, Holland



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Passenger Transport and Vehicle Related Retail



Above: Liverpool Street Station ticket kiosk main display comprising 56 character 140mm main message display with 3, 60mm 16 character call forward displays above each booth. A button activated call forward PA system also included.



Above: Multi line display with number plate recognition software within a supermarket car park.

Left: 'Rateboard' style multiline pricing display for NCP car parks. Beneath the price index is a message display for special events and promotions. Pricing character height is 20mm with 30mm 16character message display.



Right: ANPR Sign for Mercedes Showroom in Basingstoke with camera recognition software to personally welcome the customer to the showroom or service department.

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Venues



Above: 60mm character height continuous single line display around a ticket booth in Western Supermare.



Above: Novelty train time departing clock at Longleat Park. 80mm ch ht

Above Left: 7 line weekly event display for The Limelight Club. Display based on MS16/100-7L



Left: MS24/250-1L external display used for ticket retail and promotions outside Apollo Hammersmith

Above: External 6 line 100mm yellow 16 character display for Leisure Park for The Falkirk Wheel, Falkirk.

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Venues



Above: Full colour video board, 11.2 x 2.5 metres. Video, animation and text can be used to stunning effect to promote the upcoming events at the venue. *Birmingham Rep Theatre*

Below: Cinema listings - 22 line timetable and event display with special promotions with pricing information.



Above: single line display showing pricing and special offer details outside ticket kiosk Legoland Windsor.

Left: 9 line timetable and event display with special promotions single line message display beneath for Legoland Windsor

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Merchandising and Branding



Above: Branding for Vodafone Piccadilly Circus, London maximising the full retail potential for Vodafone.

Below: Incorporating the Virgin Atlantic Branding to a information display at the check in area - Departures, Gatwick Airport.



This page: examples of branding display cases and incorporating a visual identity to an LED Display.



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Operation



OPERATION

LEDsynergy LED System Displays are easily programmable, with various methods of operation to suit almost any application.

PC Operation

LEDsynergy LED System Displays can also be programmed from remote locations using PC's and Windows Compatible Software.

The displays can be connected to PC's in various ways:

- Connected directly to a PC's Serial Communication Port
- Via dial-up modem
- Over Ethernet TCP/IP network

Messages are edited/ composed on PC and then downloaded or sent to the display.

POPULAR COMMUNICATION OPTIONS *(Many others are available)*

- RS232** – Connected directly to the serial communication port of a PC. The cabling is limited to a maximum of 50 meters between the PC and the display. RS232 is suitable for single display applications with short cable lengths.
- RS485** – Connected to the serial communication port of a PC via a RS232 to RS485 converter. Suitable for use in connecting many signs together on the same cable with no conflicts, in electrically noisy environments.
- Ethernet** – Connected directly into a TCP/IP Ethernet network, and assigned its own IP address. Suitable for use where there is an existing network infrastructure.
- Modem** – Connected directly to a modem that answers an incoming call from the PC operator, and will disconnect after the message has been transmitted. Suitable for use where there is an existing telephone line and other communication options are unsuitable.
- Others** – Including Pagers, Newswire, Radio Modems, Keypad, Fibre Optics, please contact us for a more detailed information.

about us

As an established leader in the UK for electronic message display signs and with over 35 years experience in the business of supplying programmable LED signs and LED displays, you can be sure that we'll give you the right advice and excellent service, these are the values that we hold dear.

We are a British company and we pride ourselves in our commitment to our customers, product performance and our quality of service. In the past 35 years or more we have installed in the region of nearly 20,000 LED screens and displays to a broad spectrum of clients. As a LED display LED screen manufacturer we are able to offer a complete bespoke solution from concept to commissioning offering you the most cost effective solution to your needs.

If you'd like to talk to us about how we can help you just call us. There's no obligation and we don't charge for quotations. We can work together to be sure that the LED sign solution we offer you is absolutely the correct solution for your requirements.

For demonstrations and to view our extensive range of LED displays please contact us to arrange a visit to our showroom at our base in Andover, Hampshire. Just call us on 01264 303030.

accreditations

LED Synergy Electronic Displays have over 35 years experience in the manufacture and supply of electronic displays to many companies and individuals worldwide. We have a wealth of experience and expertise and have been accredited with the following certifications:



ISO9001



WASTE ELECTRICAL and ELECTRONIC EQUIPMENT



RESTRICTION of HAZARDOUS SUBSTANCES



EUROPEAN CONFORMITY



UNDERWRITERS LABORATORIES



SAFE CONTRACTOR



We are also an approved Highways England contractor



- **Simple to operate products with bespoke software**
- **Value for money & satisfaction guaranteed**
- **Superb British manufactured products**
- **Excellent support & customer service**

"Well done, display looks good and thank you for all your help. Customers have expressed their delight at being continually advised with up to date information on the sailing."

Bill Moger - Stena Line



We accept most major credit and debit cards

"Our new electronic displays really help, before the displays, the visitors made their way to the nearest ride or the most popular. This created large queues on some, but no waiting on other rides, but with the introduction on the boards visitors are better informed, making a more enjoyable day for all"

Chris Burton - Park Manager - Legoland

"Having used LED displays for a wide variety of applications across the park I can thoroughly recommend them for both a reliable product and excellent support."

Tim Bentley (Estate Manager) - Longleat Safari Park

LEDsynergy

Tel: 01264 303030 Fax: 01264 304030 info@LEDsynergy.co.uk

