

A seamless cylindrical LED display delivers NSE's data in real-time



Most Active Qty			
Symbol	LTP	%Change	Volume
JPASSOCIAT	53.05	▲ 0.57%	2341680
HINDALCO	138.75	▲ 1.46%	848407
CAIRN	335.00	▼ 0.03%	825714
DLF	140.95	▲ 0.93%	786574
NTPC	116.30	▲ 0.65%	723890

CNX NIFTY 6994.4 ▲ 0.52
 NIFTY MIDCAP 50 2524 ▲ 5.85 0.22%
 ACG 1275.45 ▲ 3.78 0.45%
 ANGLUMEN INDIAN

Xtreme Media designs a customised display and software to run NSE data in real-time

Objective

The Xtreme Media team was given the task of providing an electronic display for the National Stock Exchange (NSE) in Mumbai. NSE required an LED display that was user friendly, and provided important information in a clear and timely manner, redefining stock data presentation. The requirement was for the display in the lounge area of NSE.

Challenge

The key challenge was in choosing the right shape for the display along with the right pixel pitch for the location that was chosen. Also, the location permitted only a short viewing distance which was a major factor in designing the display. The back-end software was as important as the LED display hardware specification. Further, live data that continuously fluctuated in real-time needed to be captured and represented through simple yet innovative formats.

Solution

A 3mm seamless cylindrical indoor LED display was chosen as the solution. This, Xtreme Media claims, is the first cylindrical LED display with such a fine pixel pitch to be installed in India. The LED cylinder has a height of 1.92m and circumference of 9.98m, and allows continuous scrolling stock data. LED displays are an effective tool for data presentation at stock exchanges, where data volumes are large and dynamic in nature.

Xtreme Media's content management software that has been installed in NSE's LED display was developed in-house. This software fetches data from the NSE server and transmits it to the display on a real-time basis. The templates for the content and animations have been created by Xtreme Media's in-house team in accordance with NSE's requirements. The fetched data is converted into various graphical formats such as tabular presentations of the most active stock values, heat maps, the top gainers and losers, bar charts and graphs, images, videos or live TV streaming of business news channels, etc.

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