



Xtreme Media Redefines The Concept of A building Façade for Kanakia Spaces

Client:
Kanakia Spaces

Project:
Kanakia Wall Street

Location:
Mumbai

Solution:
Twin 6mm Xtreme Media LED displays & tickers



Kanakia Spaces is a well-known realtor based in Mumbai, known for building world-class real estate spaces. Their most recent ambitious project to date is the Kanakia Wall Street. Equipped with state-of-the-art facilities, Kanakia has redefined the concept of building façade with the help of Xtreme Media through the use of LED displays and tickers.

Project Conceptualization

Kanakia Wall Street is located at a prime location in Andheri which attracts thousands of Mumbaikars on a daily basis. Understanding the audience and surroundings, Xtreme Media's LED design team suggested 6mm Outdoor LED displays for this project. Today's architecture is a unique blend of technology and architectural

design. Estimating the distance between LED display & targeted audience across the street, Xtreme Media suggested 20.16 ft. by 7.56 ft. outdoor LED display solution along with 6mm LED ticker solution.

Challenges & Solution

Selecting an appropriate solution capable of creating a unique brand image for Kanakia Wall Street was the prime objective of the project. At the same time the display had to be public appropriate for passersby on the road while driving. After analyzing the location & content to be played on the screen, Xtreme Media suggested a 6mm display which provides excellent resolution & ensures durability. Also taking into account the tough outdoor conditions the building façade is subject to, Xtreme Media chose an LED display



from its portfolio which uses SMD (Surface Mount Diode) technology and weather & waterproof material- a unique combination. Brightness & contrast levels can also be adjusted depending upon the sunlight. Xtreme Media's LED display is designed to work perfectly under heat or humidity.

The next challenge was deciding the position of the video wall on the facade. For any LED display deployment, the correct angle is very important as it decides if the content playing on the screen will create an impact on the viewer or not. In this case since the building facade had a little inward curve to it, Kanakia decided to install 2 LED displays at the end so that their brand would have a larger coverage and a bigger impact. As a result twin 6mm LED displays were installed, showing identical content on two ends of the building facade.

Execution

While carrying out the installation the biggest challenge Xtreme Media's installation team faced was installing the LED display on ACP (aluminum composite panel) and not directly on the brick wall. For any display installation, the surface on which it's installed is important as it determines if it can take the weight of the display or not. It was a challenge for Xtreme Media's installation team. To solve this issue it came

up with a cantilever method driven structure which was capable of holding 1700 kg LED displays & 742 kg LED tickers.

Further, Kanakia Wall Street demanded the LED displays be of minimum thickness which posed further challenges. While installing the LED displays, Xtreme Media's installation team took on an unconventional approach to set up the LED display by fixing them through the small windows of the ACP structure using a crane and other equipment.

Content

Kanakia chose an LED display with the aim of showing dynamic content that could boost the brand and at the same time display useful information to the viewers. Kanakia used the 6mm LED displays which are capable of providing crystal clear picture quality to run corporate films, live TV, news feed etc.

Xtreme Media also incorporated a 6mm ticker solution along with the LED displays. The LED ticker at the venue showcases live stock data feed. Since Kanakia Wall Street could be home to many financial institutions and has similar kind of visitors, this helps in bringing the same type of impact through its branding.

Outcome

Kanakia Wall Street represents the futuristic outlook of how commercial spaces should be built.

On the successful completion of the project, the LED displays created a long lasting and unique impression of Kanakia Wall Street with its vividness and high resolution picture quality, compared to other commercial properties in the area.

Commenting on the project, Mr. Vinod Deshani, VP Operations, Kanakia Spaces says, "Kanakia Wall Street had a unique concept incorporating large size LED screens and ticker for their project facade at Andheri Kurla Road. Xtreme Media twin LED display & ticker solution has brought an edge to the brand image of Kanakia Wall Street. This 6mm LED displays installed on the facade of Kanakia Wall Street allows us to showcase high resolution content and create an impact on the viewers in short span of attention time. In a commercial hub like Andheri, Xtreme Media LED displays have helped Kanakia Wall Street to establish itself as a landmark."

About Xtreme Media

With 25 years of experience in the LED industry, Xtreme Media is one of the few Indian players to provide a complete solution right from hardware, software, and content to installation & integration, customization & support.

