

## Bringing Black, Bright LEDs to Piccadilly Circus

Written by Bob Snyder  
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In London's iconic Piccadilly Circus, TDK decided to upgrade their classic neon sign to LED technology with Barco, in collaboration with MT2 and Beaver Solutions. The result is a high-brightness, energy-efficient LED display covering nearly 100m

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Project management company MT2 (on behalf of Land Securities, the owners of the complex) and system integrator Beaver Solutions were already familiar with Barco technology, as they had previously worked on another Barco LED digital sign at Piccadilly Circus in 2007.

"With customers growing increasingly aware of energy consumption and with leasing space at Piccadilly Circus being a strong financial consideration in its own right, a 24/7 digital LED screen needs to be energy-efficient," continues Mr. Macklin.

The new LED sign uses a web-based Scala content management system supplied by Beaver to ensure seamless and reliable playback of content. Using this system, a variety of media formats can be played at this location, providing complete flexibility for the creative agencies involved.

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Barco's TF-16BK LED tiles are known as 'black' LEDs. This enhances their contrast levels and renders colors more saturated. The impact on the building of the display is minimized through the lightweight construction design and front access capability of the Barco LED modules for service requirements. The 105 TF-16BK tiles create a pixel real-estate of 378,000 pixels.

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