



BT TOWER INFOBAND

360° LED SCREEN LIGHTING UP LONDON

The iconic BT Tower in central London has been a focal point for the city since it opened in October 1965. The 360 degree LED display, originally installed in 2009 as part of the London Olympic Countdown, was requiring an upgrade to improve the colour and brightness and help British Telecom preserve the impact of their brand.

Bluman Associates were the lead consultants on the project having been involved in lighting the tower for special events for a number of years. They contacted Kronman Associates who partnered with them to assess the technical and engineering needs as well writing and managing the tender and procurement process throughout.

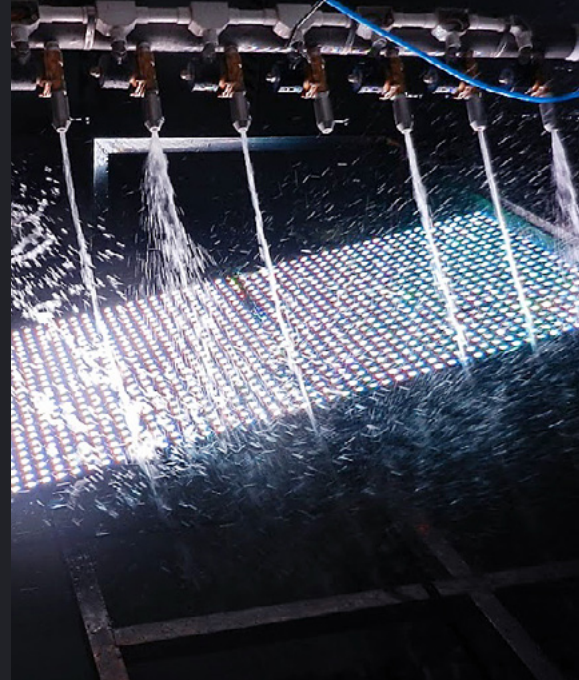
The team worked closely with BT's brand and infrastructure departments, advising them on best practices and solutions from beginning to end, to include budget, engineering, ISO compliance, manufacturing, shipping, competency negotiations and installation.

THE HARDWARE

- 396 Panels of 25x25mm LED mesh
- Custom rear access frames for service
- Brompton LED Control Technology



KRONMAN



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THE NEED

After completing a detailed cost and design analysis, the team drafted a comprehensive RFI issued to over twenty international manufacturers.

With environmental issues needing to be considered – the exceptionally high level outdoor display is at the mercy of the UK weather, facing high winds and extreme temperatures – the custom panels also needed to comply with several essential parameters. These included to fit within the existing rigging infrastructure; to be optimised for resolution and brightness; have an IP rating of 67+; and be visible at distances of 100m or greater.

THE ROLE

Kronman Associate's extensive knowledge of the LED display market and the manufacturers and products available, enables us to maintain a database that quickly and efficiently analyses the needs of the client and the applicable solutions.

We have worked with Pod Bluman for a long time and our capabilities were perfectly aligned to deliver a solution that advanced the resolution and brightness required while optimizing the panels making the screen easier to maintain and service. Working with both ESD and Brompton to create a custom LED solution for BT yielded great results.

THE RESULTS AND BENEFITS

The new LED screen was installed by the BT team along with a Brompton LED control system and upgrades to the content management and playback systems.

The new screen backbone provides control for individual pixels, so colour adjustments and accuracy is easily corrected, enhancing any messages BT are portraying on the screens.

*BT's Karen Ahern says:
"We're hugely proud of the Tower's new LED infoband and the project team's hard work to make this upgrade a reality."*

Contact us

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