

## Trafford Centre - Architectural LED display

### OVERVIEW

#### PROJECT LOCATION

The Trafford Centre  
Manchester, UK

#### ENGINEERED BY

Mitsubishi Electric Europe BV

#### CUSTOMER

Trafford Centre Limited

#### PARTNERS

Technographic Displays

#### COMPLETION DATE

February 2008

#### PROJECT DATA

High-quality LED architectural  
feature installation.

#### APPLICATION

Architectural  
Public information display  
Digital Signage

#### PRODUCTS USED

AVL-IDT6

#### PRIMARY CONTACT

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### THE PROJECT

The Trafford Centre in Greater Manchester is one of the UK's top retail developments, attracting over 35 million visits annually. With 5.3 million people living within a 45 minute drive, the Trafford Centre has the largest catchment area of any regional shopping centre in the country and a potential annual turnover of £13 billion. The Trafford Centre is home to over 230 stores, 119,000 m<sup>2</sup> of retail space and 30,000 m<sup>2</sup> of leisure facilities, at the heart of which is a stunning atrium named The Orient. Styled to resemble an ocean liner, the Orient's striking nautical theme symbolises both a spirit of adventure and the ocean-going ships that pass through the Manchester Ship Canal that runs alongside the site.

As Europe's largest food court, The Orient is a central part of every visitor's experience and the focal point for many activities that take place there throughout the year. An LED screen had been part of the original design concept of The Orient, but over its nine-year lifespan, performance of the original system had become dated and in need of modernisation. The decision was taken to replace the ageing screen with a modern alternative capable of delivering top-class performance for the next decade and beyond.

### THE SOLUTION

In landmark installations, screens must deliver outstanding image quality, but also long-term stability, reliability and low cost of ownership. With its proven track record in similar high-profile installations around the world, Mitsubishi Electric's Diamond Vision screens were a natural choice for The Trafford Centre. An IDT6 system was installed by screen consultants Technographic Displays Ltd in February 2008, and has proved extremely successful.

Gordon McKinnon, Director of Operations for The Trafford Centre Ltd., commented: "The LED screen is essential in creating ambience and providing entertainment for events like fashion shows and pop concerts. Relaying the live activity brings the crowds into the events and makes them part of the action. Naturally the big screen is also a great medium for advertisers, retailers and our own public communications. The quality of the Mitsubishi screen is noticeably better than before. Not only does the public love it, but events managers, technicians, and cameramen have remarked on its impact and suitability for a range of communication needs." "We were attracted to the Mitsubishi product by its quality, the excellent back-up and service and the prestige of such a globally-recognised brand. We have not been disappointed."



# Trafford Centre

## Architectural LED Display



### SPECIFICATIONS

<b>Model</b>	<b>AVL-IDT6</b>
<b>LED Configuration</b>	3-in-1 Package
<b>LED Type</b>	SMD
<b>Pixel Pitch</b>	6.00mm
<b>Pixel Density</b>	27,778Pixels/m <sup>2</sup>
<b>Light Output</b>	2500 NITS
<b>Colour Reproduction</b>	68 billion colours
<b>Processing</b>	18 bit
<b>Grey Level</b>	12 bit
<b>Longevity</b>	50,000 hours (to half brightness)
<b>Screen Dimensions</b>	6.144m x 4.224m (26m <sup>2</sup> )
<b>Screen Resolution</b>	1024 x 704 pixels
<b>Viewing Angle</b>	+/- 85° Horizontal & Vertical

### MITSUBISHI ELECTRIC DIAMOND VISION

The perfect choice for landmark screen installations.

The sheer scale and picture quality of Mitsubishi Electric's Diamond Vision LED screens make them the ideal choice for landmark installations. LED displays are designed for high ambient light environments so they can be used even in strong sunlight without losing any of their impact. Along with bright, clear images Mitsubishi's Black Package screen technology ensures excellent contrast performance under any lighting conditions.

Image quality is important, but so is longevity. LED degradation over time can be a major problem if lowcost, low-quality components are used, resulting in poor colour uniformity and patchy images that will eventually make it impossible to achieve an acceptable image quality.

Mitsubishi Electric has unparalleled experience of building outdoor screens that stand the test of time. From the world's tallest screen in Times Square, to the world's longest in Tokyo, we have developed and refined our design to ensure world-class performance, and our legendary build quality ensures every Diamond Vision screen is designed for years of trouble-free service.

Diamond Vision screens are available in pitch sizes from 3mm to 25mm, in modular or fixed-install format, indoor or outdoor. All are built to the same exacting standards and share a reputation for performance and longevity that no other screen can match. If you are serious about quality, there is only one choice: Diamond Vision..

