



## Setting the Scene

Telstra set out to make a statement with their 400 George Street address in Sydney to show the industry that they truly are a powerhouse in digital media. The site has long been home to the Telstra Experience Centre but their plan was to rebirth the facility with mind-blowing technology to showcase their strengths in a way that no other company can.

Techtel was invited to provide a large 7 x 3.5 metre LED video screen for the immediate entry to the facility and the solution was accepted following a rigorous review by Telstra and the building owners, Lend Lease.



# The Techtel Solution



The screen not only needed to be high resolution but also have excellent colour depth, low power consumption and great longevity. Techtel turned to industry leader SiliconCore and their *Peony* 2.6mm pixel pitch screen using the exclusive *Common Cathode* technology for unparalleled power consumption and life expectancy.

The Lend Lease interior designers also specified that the solution must fit within a very shallow footprint. Ordinarily, high resolution LED screens require some form of rear access because the pixels are so close together that there simply isn't enough space to use any screws or fasteners from the front of the screen. With the brief to provide a high resolution LED but remove the typical rear access this type of screen requires, Techtel came up with a unique idea to serve both needs. The screen was mounted as one fixed canvas which was attached to swinging arms to allow the entire screen to be pulled out from its resting position when maintenance access was required. This design needed to be structurally fixed to the floor alone and be capable of handling over a tonne of payload once the screen was fixed in place.



LED screen mounted on swinging arms to allow for maintenance behind the screen

Techtel prepared the engineering design and CAD diagrams to provide all parties involved with a clear idea of the mounting arrangements. Care had to be taken to ensure that the screen could travel through its range of movement without being obstructed by any object. Locking systems were designed to ensure that the screen would indeed stay in its resting position and not spring out. The floor anchors had to be particularly robust as the screen not only weighed over a tonne but would stand 5 metres tall from the ground to the top edge of the screen. The height itself is easy to support when the screen is at rest above the footings but once swung out, the stress on the structure would be amplified.





## The Build

Over several days Techtel installed the screen mounting bracket and then finally the screen, tile by tile. Because of an aggressive work timetable the install was carried out while other trades were still on site which meant that the best time to complete the build was at night. During the day the screen was covered in black plastic to prevent dust ingress while other trades carried on with their building work. Within 3 days the screen was ready to power on and test.



A work in progress: Techtel mounts the LED screen tiles to the frame one by one

## The Wrap Up

Techtel was able to deploy SiliconCore's leading LED screen technology in a location that communicates the first impression for visitors to Telstra's Experience Centre. The install successfully shows off an LED screen in a way that is unique.

All this was achieved on-time despite the tight schedule. Techtel has again applied its industry-leading systems integration capability supported by a deep knowledge of the latest technology in media and entertainment.



The LED screen as viewed from the opposite side of George Street

**TECHTEL**

**STAR CUSTOMER CASE STUDY: TELSTRA**

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