



SHOWCASE

Triumph - Vienna, Austria



Triumph International has existed for over 100 years as a leading undergarment manufacturer, and its brand continues to further its path of constant growth in the new millennium. Triumph has opened several new retail locations in major European cities and in March 2011, the first flagship store with integrated branding landed in the heart of Vienna. To add intrigue to the store's entrance and attract customers, 156 Traxon 64PXL Board RGB were installed behind a custom acrylic diffusion material on the façade of Triumph Vienna's historic building. With its tight pixel pitch and wide beam angle, 64PXL Board RGB is an efficient tool for graphics, text, and video replay on varying levels of complexity, and is able to further Triumph's branding by displaying video content created by Apollonio-Design.com. The installation is controlled with one e:cue Lighting Control Engine (LCE) and three Video Micro Converters (VMCs) e:pix.

FEATURED PRODUCTS



64PXL Board
RGB

METHOD OF CONTROL



LCE



LED Engine
Smart 300W Indoor



VMC

PROJECT DETAILS

Category: Retail
Location: Wien, Österreich
Client: Triumph International AG
Designer: Schütz-Technik GmbH
Content Design: Apollonio-Design.com
Architect / Installation: Schütz-Technik GmbH
Completion Date: März 2011
Region: Traxon Europe

Traxon Technologies Europe GmbH

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