



SHOWCASE

Kungsmässan - Kungsbacka, Sweden



Located in Kungsbacka, Sweden, Kungsmässan is a very popular high-end shopping mall. To attract customers and further their marketing efforts, Kungsbacka recently added a Traxon High Resolution Media system to its exterior. The double-sided LED display was created from 20 High Resolution P12 modules and covers nearly 40 square meters with each side measuring 3.2 meters wide by 6 meters high. The modules' 12mm pixel pitch enable high-resolution image output with true-to-life color including pure white, and many visible details. Displayed media can also be updated remotely within minutes. Kungsmässan selected Traxon's High Resolution Media System due to the product's quality, scalability, and resolution. With its durable, modular design, the High Resolution Media System adds an unobtrusive and exciting element to any indoor or outdoor project. The High Media Resolution System refreshes rapidly, allowing a constantly-changing stream of images; moreover, the High Media Resolution System is available in a variety of pixel pitches, so even detailed images are vibrant and clear. Today, Kungsmässan's vibrant exterior easily draws consumers to the shopping mall from the passing freeway, while communicating its marketing messages clearly.

FEATURED PRODUCT



High Resolution Media System

PROJECT DETAILS

Category: Retail
 Location: Sweden
 Client: Uplight Scandinavia AB
 Designer: Henning Cederquist
 Architect: Henning Cederquist
 Installer: Elhjältarna AB
 Completion Date: October 2011
 Region: Traxon Europe

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