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SHOWCASE

ESPRIT Flagship Store - Frankfurt, Germany



The result of a merging of modern architecture, state of the art design, and innovative lighting technology, ESPRIT's flagship store in Frankfurt is the epitome of high expectations and industry-changing standards. To achieve an intriguing storefront and attract guests, Traxon's ultra bright and fully customizable Dot XL-6 RGB with a 38cm pixel pitch was installed on the flagship location's exterior. Arranged behind a special glass diffusion material, each individually-addressable Dot is given a blurred effect. Inside the store, a series of Dot XL-3 RGB with a 40cm pixel pitch are arranged above the escalator, behind the same blurring diffusion. Suitable for daylight viewing, Dot XL boldly displays low resolution graphic animations, furthering ESPRIT's colorful and cutting-edge branding by transforming the building's façade into a large LED palette.

FEATURED PRODUCTS



Dot XL-6
RGB



Dot XL-3
RGB



Video Micro Converter
(VMC)

METHOD OF CONTROL

PROJECT DETAILS

Category: Retail
Location: Frankfurt, Germany
Client: LightLife GmbH
Architect:
Cornelie Uedingslohmann Architekten, Cologne
Installation and Programming:
Ben Hur / LightLife GmbH
M&E Contractor: Ben Hur
Completion Date: January 2011

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