

# Xtreme Media Develops Comprehensive Stock Exchange Digital Signage Software For Their LED Cylinder

*Solution: 3mm Cylindrical LED video wall along with windows based content management software. 4 mm Indoor LED video wall & vertical stock tickers*

*Completion: In 2013*

A perfect 3 mm LED cylinder with a height of 6.3 ft & circumference of 32.76 ft is installed at leading stock exchange of India, National Stock Exchange of India (NSE).

Xtreme Media is a complete solution provider for this installation, making it first of its kind of installation in India. "It is unique not only because of its shape, but also because it is a seamless display without any bezel or dead end, it is of the finest quality with pixel pitch of 3mm. We are very proud to carry out such an esteemed installation in India". Adds Mr. Sanket Rambhia Director at Xtreme Media.

Static information displays are getting outdated almost in every sector. Stock exchange where information is dynamic LED displays proves to be an effective tool for data presentation.

NSE added providing their views on the installation "The cylindrical LED video wall installed at the NSE campus has been functioning smoothly and goes a long way in enhancing the overall ambience of the lounge area."

Xtreme Media software empowers this LED display and manages the content on behalf of NSE. Our software fetches the data from NSE server and transmits it to cylindrical LED display on a real time basis. Our content team creates the templates and animations as per NSE's requirements. The data that normally shown on this display includes market stats, top gainers and top losers of the stock market, most active values live TV streaming, etc. Various visual formats are used to show this data such as graphs, bar charts, heat maps etc.

We have seen that digital signage & LED display has huge demand from all sectors, but BFSI is one industry vertical that is embracing LED displays and digital signage on large.

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**Mr. Pankaj Kumar,**

**National Stock Exchange of India**