

## Phoenix malls in Mumbai & Pune embraces LED displays for brand building and engagement

High Street Phoenix is the largest mall in India with a footfall of 60,000 and retailing over 500 brands in it. 5000+ luxurious cars drive in the mall every month which provides a snapshot of the customer profile. Out of 33,00,000 sq. ft. of area of the mall a majority of area is covered by the courtyard where people sit and relax. Similarly, Phoenix has its 2 branches in Pune which is becoming one of the landmark.

### Project Introduction

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To set brand Phoenix apart from many other malls in the country, Phoenix wanted to opt for branding & promotions medium that is unique against its competitors. Mall management came up with a plan of installing LED display in the courtyard endorsing the in-house brands and playing some ramp videos to catch the eyes of their high profile customers.

Going with the flow of digital era, Phoenix decided to welcome its customers with vibrant & grand LED display. Xtreme media suggested Phoenix for a LED display solution that would completely catch hold the eyes of the visitors in the vicinity, LED display placement is always an integral factor to success of any outdoor advertising campaign. Considering this in mind, LED display is placed in the courtyard of the mall from where everyone can catch glimpse of display easily. Attention span of any viewer is short while multitasking; on the other hand, Visitor of the mall who is relaxing in the courtyard has enough time in hand. This is an opportunity any retail brand would like to use to re-enforce the brand, LED display serves as perfect tool in this case where animated & in-motion content can attract & enforce the brand in the mind of viewer.

## Technical Specifications Dimensions

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### Mumbai

**Height** –approx.10ft

**Width** –approx. 19ft

**Pixel Pitch** – P6

P6 outdoor LED display is installed in the courtyard, an outdoor LED display is a robust solution as it is resistant to dust and water. The humid climate of Mumbai and often heavy rainfall makes it tough for any display to last longer & perform best. LED displays enjoys longer life despite harsh environment, hence unlike other display an outdoor LED display stands against such climate and guarantees a life of 10yrs.

### Challenges

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1. **Execution Challenges:** Malls are always bustling with crowd & hence it always poses great operational challenges for any new type of change in infrastructure. Mall is one place which is crowded at evening time & weekends. Since High Street Phoenix witness high rate footfall, it was even challenging to carry out execution at odd hours. Hence we needed manpower which can work at odd hours and execution so smooth that it docent affect mall opening times.
2. **No scope for last minute failures:** Malls display attract huge number of eyeballs and LED display team have to take extra caution to avoid any type of last minute failures. Designing a large format LED display requires precision, the LED pixels are placed on a module, combined set of modules create a cabinet. When cabinets are combined, a LED display is created. The seamlessness largely depends on correct alignment. Aligning cabinet properly requires complete accuracy otherwise it affects the performance of LED display. Even the slightest mistakes in the alignment can affect the LED display performance.

## Solution

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1. Considering the strict deadlines & timeframes of the project, Xtreme Media LED designing & installation team have to put together LED display in odd timings when mall is not busy or closed. Installation team have to cut down the installation process time to meet the conditions.
2. Troubleshooting a failure dose not have a shortcut solution, the complete LED display has to be dismantled and reinstalled again with the correct alignment. This process often takes lot of time in troubleshooting the problem & resolving the issue. To take care of any last minute problems, Xtreme Media has decided to provide mall with extra set of modules & provided a complete training to the internal staff about dismantling the LED display & replacement of module.

## Impact of the Solution

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In the testimonial provided by Phoenix spokesperson they said “Xtreme Media have provided an end to end LED display solution for Phoenix Mumbai & Pune malls. We have chosen grand 10 by 19 feet LED display of 6mm for our High street Phoenix palladium mall located in Lower Parel & two huge 10 mm LED displays are enriching the experience of visitors for Phoenix Market city in viman nagar, Pune. Xtreme Media LED display solutions are not only driving engagement with audience but also it is boosting the branding for the mall”.

## About Xtreme Media Pvt. Ltd.

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Xtreme media with its experience of 25 years in the industry is well versed with such challenges and always have provided with instant solution to the clients. Xtreme media is one the leading brand in providing end to end solutions for Digital Signage which includes hardware, software, content, installation and integration, customization and support.