



TERRA NETWORKS - VIA QUATRO

Terra Networks - Brazil

Industry: Transit/Digital Out-of-home



The Challenge:

Terra Networks, the largest media company in Latin America needed large format LED display technology for the 11 lines of the São Paulo Metro Line 4 or Via Quatro as it's commonly known, their newest and most advanced subway line. This ambitious project was heralded to be the largest digital out-of-home project in the world including every type of digital signage imaginable. The challenge they faced was creating an engaging visual experience for passengers while ensuring seamless integration within their facility design, all while keeping their total cost of ownership low.

Large-format LED was to be the centerpiece of the project but traditional LED signage proved to be a costly, high maintenance, low-resolution option. Terra Networks needed something better.

The Solution:

NanoLumens designed, built, and delivered a complete large-format LED solution consisting of 10 different NanoLumens products ranging from NanoSlim to NanoFlex and a one-of-a-kind NanoLumens Design Specific Display. Terra selected NanoLumens for their project because of their ability to deliver displays that are ultra-slim and lightweight by design, energy efficient, low-maintenance, can be configured to any size, shape, curvature or design and offer a stunning, seamless edge-to-edge picture quality to catch the eye of any passerby. NanoLumens is the only large-format LED display manufacturer in the world able to deliver these core characteristics to Terra Networks for their Metro Line 4 project.

Results:

NanoLumens displays are now installed and operational as the centerpiece of multiple stations along Sao Paulo's yellow line, which is home to over a million passengers, a day, giving Terra networks millions of advertising impressions throughout the course of a passenger's journey. The NanoLumens displays maintain Terra's corporate eco-friendly efforts and uphold the quality and performance Terra networks demands as the market leading Media Company in Latin America.



Products Used:

Four 6mm NanoSlim 224's , three 6mm NanoSlim 181's , a one-of-a-kind 360 degree cylindrical 6mm NanoLumens Design Specific display, one 6mm NanoSlim 145, and one 6mm NanoFlex.

About Terra Networks:

Terra is a leading global digital media company that monthly reaches an audience of approximately 100 million people with entertainment, sports and news content. Its content is offered in English, Spanish or Portuguese through a large array of connected screens and devices - such as PCs, tablets, smartphones, smart tv's and digital-out-of-home (DOOH) screens.

Chosen as one of the "2011 Most Innovative Companies" in the world by American magazine Fast Company, Terra is one of the top digital media companies in the world and throughout its 12-year history, the company has revolutionized the way people consume and enjoy digital content through internationally recognized products and services.

About NanoLumens:

NanoLumens displays are extremely slim, ultra-lightweight, energy efficient, and feature a bright, seamless, high resolution picture quality that can be viewed from any angle throughout the display horizon without color shift or image distortion. The company's patented display technology promises to transform the way marketers engage their customers in every type of trade show, retail, hospitality, stadium, arena, transportation and public event environment.



All NanoLumens displays accept input from nearly any device or content management system. There is no need for special software, hardware or special personnel to display content beautifully. With a profile of only a few inches and operating with nearly zero heat or noise, the NanoSlim DS and NanoFlex DS series can be installed on virtually any surface without being obtrusive, adding the 'WOW' factor to any indoor or outdoor environment without taking up precious space.