



WESTERN SYDNEY UNIVERSITY TEAMS WITH NANOLUMENS FOR LED INFORMATION DISPLAY

Western Sydney University thought in very big terms when it first envisioned building a new (AUD) \$220.5 million campus in the Parramatta City Precinct, the geographic heart of Sydney, Australia. The result is the university's first ever 'vertical' campus where up to 10,000 students can now be kept informed, entertained, and engaged with university content and information via a curved 25'W X 5'H NanoLumens display that can be seen from anywhere within the building's lobby.

CHALLENGE

Western Sydney University knew it wanted best-in-class technology and design for its new vertical campus in Sydney, Australia's Parramatta Precinct, but wasn't quite sure how to transform their vision into reality. Located in the geographic center of the city, WSU's new vertical campus was to consist of a 14-story tower that would host thousands of students every day. "The students who study at this new campus will find themselves immersed in one of Australia's most technologically advanced learning environments," Kerry Holling, WSU Chief Information and Digital Officer, said.

"The campus is a hub of interactive, personalized and networked technologies that are designed to enhance every aspect of the learning experience. It was only fitting that the building's main lobby feature an information display that is as compelling as the technologies featured throughout the rest of the building."

The building's atrium features a dramatic, curved wall right behind the reception area. The original design called for a custom-built digital display that could serve as an eye-catching visual for communicating university news and events, as well as a showcase for students' work. But the architects did not want a faceted, "fake" curve display, so the idea was temporarily scuttled. That is, until the university was introduced to NanoLumens.

SOLUTION

Informing and engaging students with campus news and events might seem quite a challenge for many LED display manufacturers, but the A/V consultants at Digital Place Solutions (DPS) were confident that NanoLumens would have just the right solution to meet such a challenge. The result, according to Digital Place Solutions Managing Director, Stephen Rubie, is a stunning NanoLumens 'true curved' 4.7mm pixel pitch LED display that flexibly wraps around a curved central wall in the new university campus hub.

The curved NanoLumens display sits directly behind the campus's information desk and was formed perfectly to fit the architect's original vision. The display is precisely constructed to match the curve of the wall, delivering the architect's vision of seamlessly showcasing dynamic images. The display actually curves past 90-degrees, back into an acute angle, allowing exceptional off-axis viewing and colorimetry of the display. The silent display uses low amounts of energy emits very little heat, so the receptionists sitting in front of it are comfortable all day.

"The display made the space!"
- Digital Place Solutions
Managing Director Stephen
Rubie

RESULTS

Western Sydney University's new vertical campus is now the technological epicenter of a larger (AU) \$2-billion Parramatta Square urban re-development program that will, upon completion, be a blueprint for smart city technology and the benchmark for future development in Parramatta City. "The university and the architects are thrilled with the result," Holling said.

PRODUCTS USED

The special NanoLumens true-curve LED chosen is 4.7mm pitch. The 25'W X 5'H (7.5m X 1.5m) display wraps around a very tight radius, weighs only 749 pounds (350 Kg), is a mere 4-inches deep (100mm), and requires only 2x15 amp circuits to power it. "The entire installation only took three days to complete," Rubie continued, "and because the display generates so little heat, there was no need to install fans or special ventilation. In fact, people sit all day directly in front of the display."



VIDEO: nanolumens.com/wsul/



ABOUT WESTERN SYDNEY UNIVERSITY

Western Sydney University, formerly the University of Western Sydney, is an Australian multi-campus university in the Greater Western region of Sydney. It is a provider of undergraduate, postgraduate and higher research degrees with campuses in Bankstown, Blacktown, Campbelltown, Hawkesbury, Parramatta, and Penrith. It is currently ranked in the top 400 in the world in the 2014 QS World University Rankings and 19th in Australia in 2015. The university in its current form was founded in 1989 under the terms of the University of Western Sydney Act. Western Sydney University offers a broad range of disciplines in which to study, including business, law, science, and the arts. More information about the university can be found at <https://www.westernsydney.edu.au>.

ABOUT DIGITAL PLACE SOLUTIONS

Digital Place Solutions (www.digitalplacesolutions.com) works with proactive clients to develop a sharper edge and a clear point of differentiation for their digital ambitions. As place based media and LED display consultants, Digital Place Solutions helps clients, property owners and media operators adapt their businesses to unlock digital opportunities. Digital Place Solutions launched in July 2013 and co-founders Gerry Thorley and Stephen Rubie bring decades of media and technology experience to deliver commercial outcomes for clients. With foundations from broadcast, OOH and place based media Digital Place Solutions draws from a deep reservoir of actual innovation and digital transformation experience.

ABOUT NANOLUMENS

Headquartered in Atlanta, Georgia, NanoLumens partners with clients to create uniquely compelling, interactive LED visualization solutions that take the guess work out of owning a display network. As the fastest growing visualization company in the US, our experiential LED displays exceed the imaginations of global clients in retail, transportation, corporate, gaming, higher education, sports and arenas, and houses of worship. Through world-class proprietary technology, NanoLumens displays are ultra-thin and lightweight, energy efficient and available in any size, shape or curvature. NanoLumens solutions are proudly designed and assembled in the United States of America and come backed by an industry-leading six-year warranty. For more information, visit www.nanolumens.com.

