

Utilization of LED multi-screen in background of display window creates a new production featuring movement to create a greater eye-catching effect



Customer

Nankai Electric Railway Co., Ltd. - Namba CITY

- Osaka City, Osaka Prefecture
- Overall building opened in 1980. A shopping center directly connected to Nankai Namba Station. In the main building and south building combined, there are over 200 shops, including specialty shops, fashion shops, everyday good shops, restaurants, and more.

Implemented product

Indoor full-color fine-pitch LED displays
LED-FC015i × 49

Signage controller PN-ZP45 × 1

Digital signage software e-Signage S cloud service

- Implemented in March 2024. Installed in display window as a 193" LED multi-screen composed of 7 rows and 7 columns.

This is what we realized.

Challenges before implementation

We were making plans to utilize the main window on floor B1 of the Namba CITY main building to encourage browsing within and branding for the “Namba south area” as a whole. In that context, in order to attract the attention of passersby to an even greater extent, we wanted to communicate information in a highly eye-catching way that involved movement and changed by time period.

The seams between screens do not stand out, allowing for a beautiful, unified display as one large screen.

Due to the small pixel pitch, the images are so clean that the pixels are hardly discernible even when viewed from up close.

Varied productions can be realized as the background of the display window. A wider range of information can be communicated, and more attention is drawn.

Hatsune Zenitani
Supervisor
Shopping Center Management Department
Real Estate Business Division
Community Development Group
Nankai Electric Railway Co., Ltd.

Reasons for selection

A large screen that fills the background can be composed.

Even when the image is viewed from up close, the pixels are hardly discernible.

The LED multi-screen had the merit of allowing us to combine screens to compose a large screen that fills the entire background of the display window, appearing as one display with seams that do not stand out. Further, we were able to confirm that with the fine pixel pitch type, the pixels are largely undiscernible when the image is viewed from up close, which further convinced us. Also, in addition to the reliable quality, we were impressed with Sharp’s proposal, which reflected our requests, as well as the support system. These led to our decision for implementation.

Effect after implementation

Realization of a new display that fuses images with decorations.

Gains more attention, and a large amount of information can be communicated.

Combining the images on the large screen and the decorations in the display window allowed us to realize a new display that differs from what came before. We are able to create flexible productions in line with our plans: for instance, we can catch the eyes of passersby with moving images and increase the amount of information by implementing rolling images. In the future, we would also like to utilize the display to be a landmark for people to meet at, as the entrance to the “South Namba area.” Further, e-Signage S allows us to smoothly update the contents remotely, which could allow us to utilize the display for prompt information at times of emergency as well.

Future prospects

Development of productions in line with seasons, fairs, etc.

Communicating the excitement of the “Namba south area” from this display.

We plan to continually roll out effective productions that mix images and real decorations, which may involve, for example, productions for each season, information about events and exhibitions, information about sales and fairs at each commercial facility, and so forth. Moving forward, we will work to proactively communicate information to get even more customers excited about the “Namba south area.”

Background of implementation

Leveraging the high traffic volume to strengthen information communication.

A desire to attract more attention with moving images.

The main window of floor B1 of the main building of Namba CITY is in a spot with some of the highest traffic volume in Namba Terminal. A policy was drawn up to work toward communicating information that leverages this location not only to provide information about Namba CITY, but also to get passersby interested in the area as a whole, using the display as an entrance to the “Namba south area” including such spots as Namba PARKS. In order to attract the attention of passersby to an even greater extent, we wanted to communicate information in a highly eye-catching manner that involves movement and changes by time period.



The 193" LED multi-screen in the background of the display window.



The pixels are hardly discernible even when the screen is viewed from up close.



Even unique productions such as this are possible: the signage is bordered by decorations with a book theme.