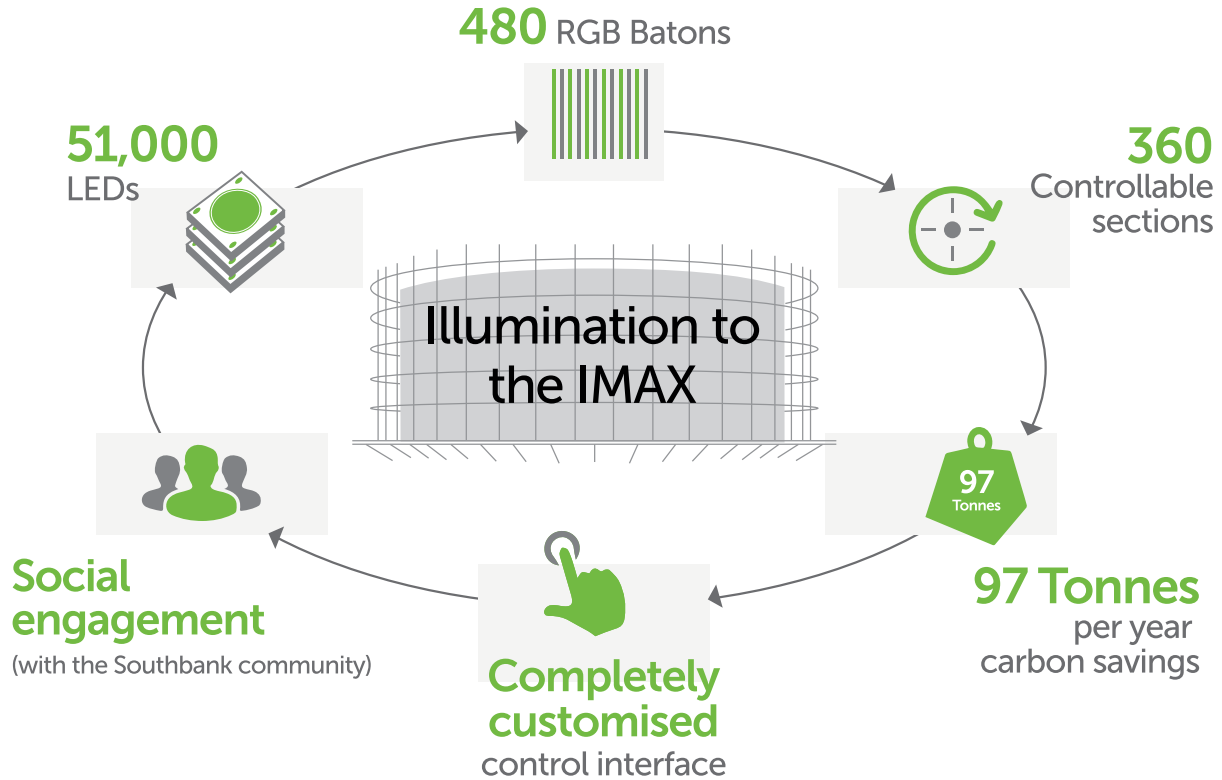




IMAX, Waterloo – Case Study



See the IMAX in action – www.brightgreentechnology.com/IMAX-videos

Project Edison – The Brief

The IMAX Waterloo, operated by Ocean Outdoor on behalf of the British Film Institute, is the largest advertising canvas in Europe. Ocean’s brief to Bright Green Technology was simple: maximise the site’s already impressive credentials while improving sustainability and upgrading control functions.

White LED Lighting

For the white lighting the existing fluorescent tubes were replaced with 33,500 energy-efficient LEDs housed within 800 individual fittings.

The white light LED retrofit has a number of important benefits:

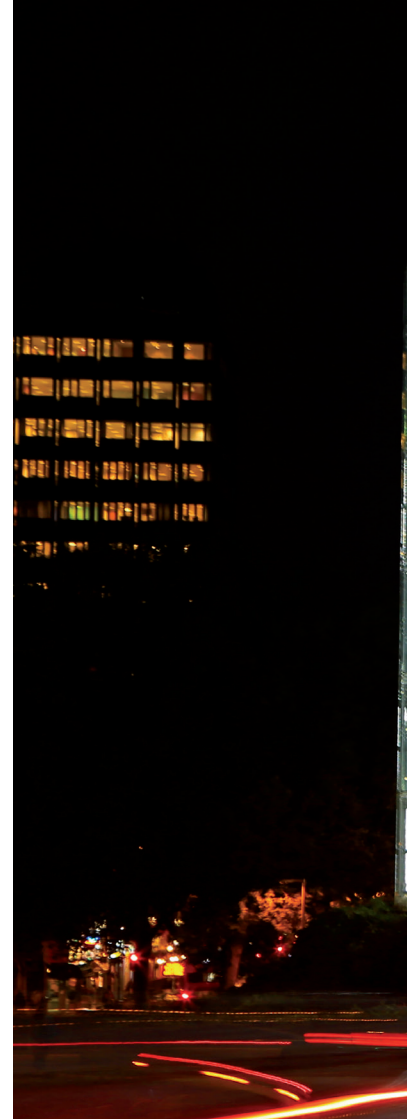
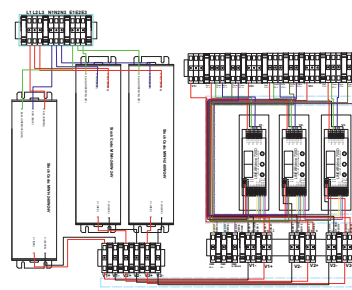
- A dramatic improvement in display quality
- The elimination of the labour cost associated with tube replacement
- A safer working environment for posting and maintenance operators

Enhanced illumination – RGB lighting

A fixture was selected and installed onto each stanchion. Each can be controlled individually and divided between top, middle and bottom. The entire drum will be split into 4 zones: North, South, West and East with 480 fixtures in 120 zones allowing a potential palette of over 16 million colours.

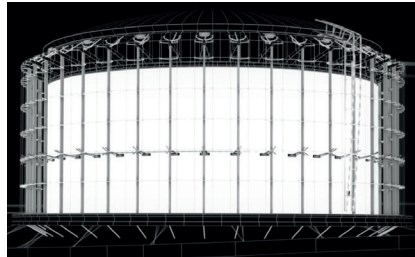
Return on investment

	Tubes	LEDs
Power consumption	60kW/hr	14kW/hr
Energy saving per year	-	£19,788
CO ² per year	126 Tonnes	29 Tonnes



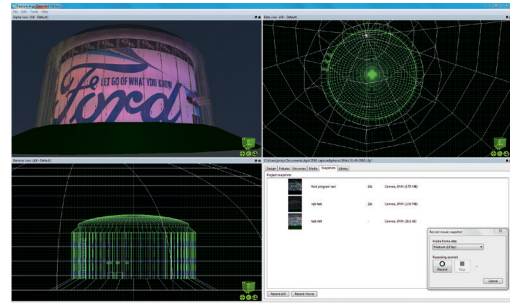
Control and Software

The new lighting system is accompanied by state-of-the-art software allowing for a series of dynamic lighting techniques.



The dynamic control interface was customised specifically for the site, allowing remote operation via secure internet connection to the Ocean office. The IMAX can now integrate with external triggers such as social media or awareness campaigns, acting within 30 minutes.

Advertisers can use these to animate their creative and deliver a heightened level of engagement. The five techniques are Reveal, Horizontal Transition, Motion Bars, Spotlighting and Vertical Transition.



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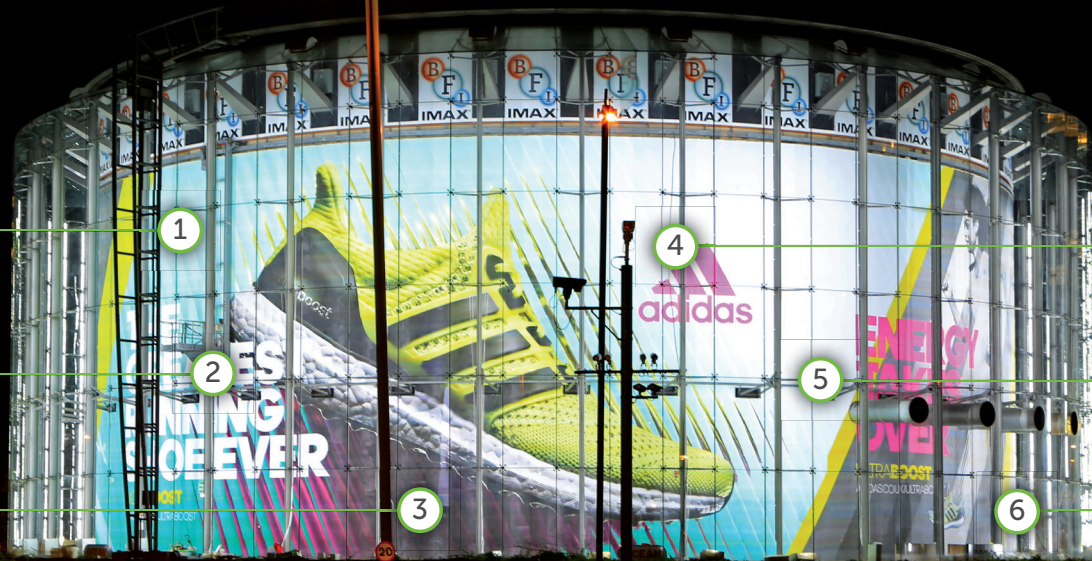
Bright Green Matrix™



Wire hanging system



Light sensors



RGB
batons



360

dynamically
controllable
zones



Custom engineered
control boxes



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