



Photography © LEDARTIST

SHOWCASE

Tsim Sha Tsui Center & Empire Center 2012 - Hong Kong, China



For the third time since 2009, LEDARTIST has chosen an intelligent Traxon & e:cue LED lighting and control system to realize the annual festive lighting project for Sino Group's Tsim Sha Tsui Centre and Empire Centre. The two adjoining buildings facing Victoria Harbour are traditionally illuminated during each Christmas and Chinese New Year, and are among the pioneers to fully adopt an energy-efficient, LED-based lighting scheme. For the 2011-2012 festive lighting scheme the two building façades need to deliver an animated ice-skating motif in order to wrap visitors in the chosen 'Ice Wonderland' theme, which is also one of Hong Kong WinterFest's spotlight attractions in East Tsim Sha Tsui. Traxon's solution has lived up to its promise of longevity over the years, allowing LEDARTIST to reuse the 700 Traxon Dot XL-6 RGB systems and 11 e:cue Video Micro Converters (VMCs) by simply reprogramming the intelligent system to display the new ice-skating themed graphics—a feature not possible with traditional incandescent systems. The individually addressable Dot XL-6 RGB nodes, paired with VMC, allow maximum flexibility for customizing intricate media scenarios, and the entire solution met the technical challenge in a short time frame, to complete an integrated, fully animated façade based upon an arbitrary layout of LEDs spreading over two enormous building façade. Tsim Sha Tsui Centre and Empire Centre's media façade, together with other skyscrapers and landmarks, create exquisite scenery alongside Victoria Harbour and inject festive vitality into Hong Kong's skyline.

FEATURED PRODUCTS



Dot XL-6 RGB



Lighting Control Engine fx (LCEfx)



Video Micro Converter (VMC)

PROJECT DETAILS

Category: Entertainment
Location: Hong Kong, China
Client: Sino Group
Lighting Designer: LEDARTIST
ME consultant: LEDARTIST
System Integrator: LEDARTIST
Installer: Whizz Link
Completion Date: February 2012
Region: Traxon Hong Kong

Traxon Technologies Ltd.

FLEXIBILITY, SIMPLICITY & INNOVATION IN LIGHTING SOLUTIONS & SERVICES

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