










SHOWCASE

V City Mall – Hong Kong, China



Lighting up the outskirts of Hong Kong, V City located atop Tuen Mun MTR brightens the blooming district of New Territories West with an upscale 300,000 square foot shopping mall. A transparent bright environment connecting the outdoors creates a comfortable spacious shopping area with 255 pieces of Traxon Mesh RGB lightens its 300 meter long outer wall with extra large windows. Exhibiting the largest LED media experience in the district, its back-to-back mounted acrylic grid system of dual displays allow shoppers to view vivid graphics from both inside and outside the mall. Customized Traxon 256PXL Mirror Wash RGB masked with special semi-transparent tempered glass mirror transforms the unique LED panel into an elegant signature design statement. The Atrium's curved wall gracefully illuminated by 1600 pieces of Nano Liner XB RGB illustrates various content and text messages to highlight the mall's special promotions and festive events. A decorative ceiling extension around the Atrium is modernized with dissimilar triangular shapes silhouetting visual impressions of blossoms and butterflies. Fitted with over 2,200 tiny pieces of Traxon 1PXL Add-on Boards and Strips and installed in different areas of the mall, glimmering light effects is easily managed and centrally controlled with the pairing of e:cue Lighting Control Engine fx (LCE-fx) and Butlers. V City melds creative lighting design with modern lifestyle concepts that appeal to young people and tourists, arousing a new attractive experience for shopaholics.

FEATURED PRODUCTS		METHOD OF CONTROL		PROJECT DETAILS
 Nano Liner XB RGB	 1PXL Add-on Board and Strip RGB	 Butler	 Lighting Control Engine fx (LCE-fx)	Category: Retail Location: Hong Kong, China Client: Sun Hung Kei Properties Architect: Benoy Lighting Designer: Dinotech (AV portion) ME Consultant/Technical Consultant: DLN General Contractor: Sanfield VAP/System Integrator: Vega Global/South China Installer: Cyberconcept Completion Date: August 2013
 Mesh RGB	 256PXL Mirror Wash RGB	 Video Micro Converter (VMC)		

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