



# SHOWCASE

## Miramar Shopping Centre - Hong Kong



Miramar Shopping Centre is the largest shopping mall on Hong Kong's Nathan Road, Tsim Sha Tsui, which is famous for its billboards and bustling night life. With its 540,000 square feet of shopping space and more than 100 shops, Miramar is one of the hot spots for young people and tourists. Traxon installed a revolutionary 3-floor Mirror 64PXL Wash panel facade with over 9,000 individually controllable pixels. In addition to acting as a 3-storey mirror, the panel can also display changing colors, shapes, images, moving text and video content. Traxon's Light Management System enables an easy exchange of the graphical animations on the 12m (39.4ft) high display surface using standard SD Memory Cards.

### FEATURED PRODUCT



Mirror 64PXL Wash Panel  
PA-MI-50300

### METHOD OF CONTROL



Butler  
LM-CS-50041

### PROJECT DETAILS

Category: Retail  
Client: Miramar Shopping Centre  
Location: Hong Kong  
Designer/ Architect: Luminostri/  
Woods Bagot  
Installer: Cyber Concept  
Date: December 2006  
Traxon contact: Traxon Hong Kong

### Traxon Technologies Ltd.

An OSRAM Company

For more information, please visit [WWW.TRAXONTECHNOLOGIES.COM](http://WWW.TRAXONTECHNOLOGIES.COM)

Or contact us: Tracy Lam International Marketing & Communications E: [marketing@traxontechnologies.com](mailto:marketing@traxontechnologies.com)