



SHOWCASE

International Commerce Center - Hong Kong



At a soaring 118-storey height, the "International Commerce Center" (ICC) has already turned into Hong Kong's latest distinctive landmark. Planned to be completed in 2010, the ICC tower will supersede the "Two International Finance Center" as the tallest building in Hong Kong and grows to be the 4th tallest in the world. Designed by the internationally acclaimed architectural company Kohn Pedersen Fox Associates, the ICC stands for uncompromising design and architectural quality. Besides stunning views of Hong Kong's unique skyline, the ICC amazes its visitors with a remarkable entrance hall. Attracting everyone's attention, a unique 27m x 17m LED screen was created by Traxon. Consisting of 35 rows of high aluminum extrusion, the screen comprises 270 Traxon Dots XL per row. Controlled by 35 of Traxon's Micro Server control units, the 9,450 individually controllable Traxon Dots XL allow a multitude of impressive lighting scenarios and displays. Equipped with six LEDs per Dot, the flexible Traxon Dot XL system creates an impressive screen surface, enabling the installation to replay pin sharp graphical animations and any other kind of video displays. Becoming the new heart of Hong Kong's commercial life, the ICC impresses every visitor with the eye-catching, huge LED screen and leaves a memorable impression.

FEATURED PRODUCT



Dot XL

METHOD OF CONTROL



Micro Server

PROJECT DETAILS

Category: Architectural
 Client: Sun Hung Kai Properties
 Structural Engineer: Permasteelisa
 Location: Hong Kong
 Designer / Architect: Kohn Pedersen Fox Ass.
 Installer: Cyber Concept
 Date: February 2008
 Traxon contact: Traxon Hong Kong

Traxon Technologies Ltd.

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