

## Light Emissions wins Award for General Electric Innovation Corridor in Saudi Arabia

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*Helen Berresford, Head of Interior Design, Sheppard Robson hands over award to Peter Ed, Light Emissions*

Light Emissions won the prestigious award in the Light & Surface Interior category of the Surface Design Awards 2015, held at the Business Design Centre, London, UK.

The project was designing and constructing a video graphic wall down one side of a 50m long corridor. The corridor is the spine of the General Electric Innovation Centre in Al Khobar in Saudi Arabia, linking a reception, theatre and several demonstration and break-out rooms.

The video display consisted of 37mm resolution LED pixels with a black background. It is covered by clear polycarbonate sheets not only protecting the display, but also providing a lively 'visual' reflective surface that blended the display content with ambient lighting.

"As the media runs along the whole length of the 50m long corridor, it was important that the media was rendered as full speed video.", observes Peter Ed, Managing Director of Light Emissions, "Without a system as fast as this, there would be image delays and 'tearing', which would have been obvious".

The display was also unusual as it had to be extremely thin, to also be mounted on six sets of wide doors, providing the uninterrupted wall of media graphics. The display runs completely cool with very low energy use, using no fans.

### Contact

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*GE Innovation Corridor, Saudi Arabia*