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SHOWCASE

HSBC Headquarters Hong Kong, China



To celebrate the 10th anniversary of the implementation of its Mandatory Provident Fund (MPF), HSBC chose a dynamic lighting and control solution from Traxon & e:cue for a temporary installation on the exterior of its headquarter building in Hong Kong, China. To create a media screen large enough to reach the eyes of the masses, 275 ultra-bright, fully-customizable Dot XL-6 RGB systems were installed on the building's façade, resulting a visual masterpiece capable of text, graphics, and video animation. Suitable for daylight viewing while able to shine brilliantly through adverse exterior conditions, Dot XL boldly communicated HSBC's desired messaging to customers, staff, and passersby, informing everyone of the company's achievement and involving all in the celebration. The installation's eight e:pix universes were controlled via an e:cue Lighting Control Engine fx (LCE-fx) and a Video Micro Converter (VMC), which enabled direct video output with pixel-to-pixel mapping, showcasing HSBC's advertising and celebration messages on a dramatic scale.

FEATURED PRODUCT



Dot XL-6 RGB

METHOD OF CONTROL



Video Micro Converter



LCE fx

PROJECT DETAILS

Category: Architectural
 Client: HSBC
 Location: Hong Kong, China
 Lighting Designer: LEDARTIST
 Lighting Programmer: Kevin Li, LEDARTIST
 Date: September 2010
 Region: Traxon Hong Kong

Traxon Technologies Ltd.

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