

**CASE STUDY**  
LG's IMMENSE  
LED SIGNAGE  
PROJECT



No.1의 혁신  
**LG gram17**



**PARNAS**

## Turning Heads in the Busy Gangnam District of Seoul

Whether at home, in a shopping mall or out on the street, big screens always attract a lot of attention. A prime example of this comes from LG Business Solutions, which recently installed an enormous high-definition LED Signage display on one of Seoul's most bustling streets in Gangnam.

The display sits in the center of the iconic district Teheran-ro, which is often referred to as the local version of Times Square due to the abundance of state-of-the-art screens displaying advertisements of every brand imaginable. Designated as a free outdoor advertisement zone by the government, the street acts as something of a public arena where major theaters, clothing brands and corporations vie for the attention of the estimated 100,000 pedestrians who traverse its sidewalks every day of the week.

LG's eye-catching LED Signage solution is hard to miss. Two strikingly vibrant 10,000 nit displays – 71.5 feet tall by 39.3 feet wide – are embedded in a structure that measures an imposing 85.3 feet in height. The custom-built dual-sided display featuring pixels only 8.3mm apart is located in front of the one of the most well-known landmarks on Teheran-ro, the Grand InterContinental Seoul Parnas Hotel.



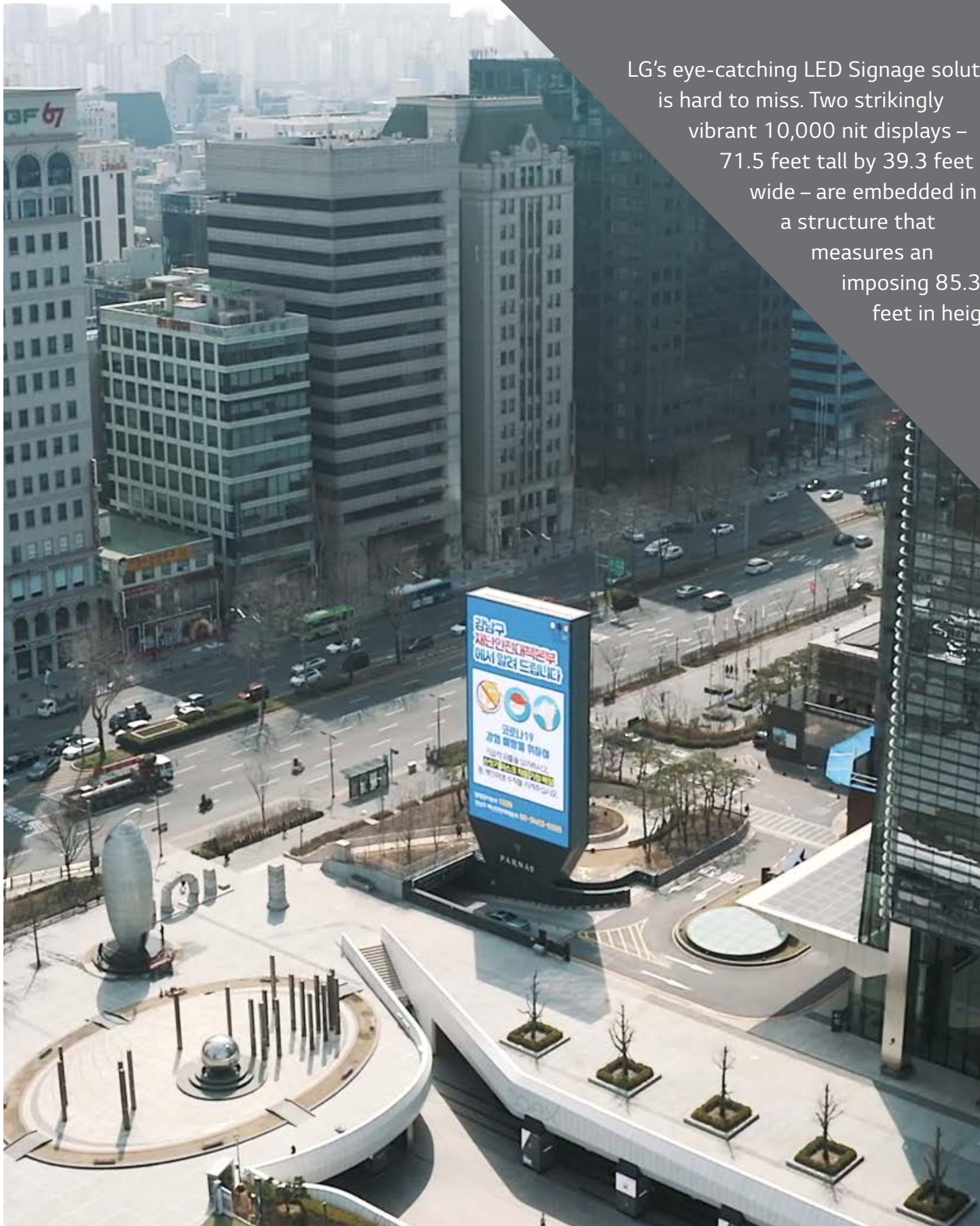


LG's customized sign is a freestanding double-sided billboard, a rarity even in a city as fast to adopt new technology as Seoul. LG oversaw the project from start to finish, including the design and construction of the entire structure.

Consistent with LG's many other display products, such as TVs, monitors and laptops, LG's Gangnam LED Signage display features extremely small bezels so that passersby see only the stunning images displayed on the screen. With the company's outstanding display technology in the heart of famous Gangnam, LG's immense commercial signage project is definitely hard to miss and hard to take one's eyes off of.

For more information, [click here](#) to watch the video.





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