



Hotel Football, Manchester
OpenMedia

Hotel Football, Manchester OpenMedia

Concept Group have completed works on two full motion digital screens using bespoke LED technology from Daktronics.

Located on the north and south facades of Hotel Football, the screens are positioned opposite Manchester's Old Trafford Stadium.

Hotel Football is owned by members of Manchester United's Class of 92 and GG Hospitality, and it has proved the perfect location for the dynamic screens.

Concept Group were able to deliver the builds beside busy traffic and effectively install the screens with minimal disruption to commuter traffic and the day to day running of the hotel.

The site is clearly visible for the crowds attending both football matches and other events at the Old Trafford Stadium. The brand JD Sports have already committed as a long-term partner for the season with OpenMedia.

If you have any requirements for the installation of a digital display please call our team on 0121 693 0005 or email signs@conceptsigns.co.uk.





King Power Stadium Leicester City Football Club

Concept Group completed the design and delivery of two giant digital screens at Leicester City Football Club's (LCFC) King Power Stadium.

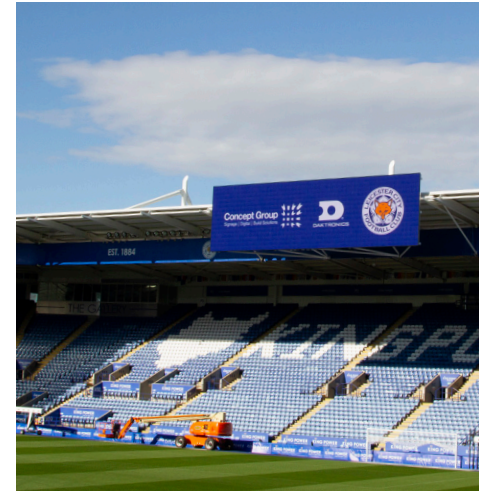
Live matches, scores and high-resolution replays are now broadcast on the two 19.5-metre wide, five-metre high screens situated at each goal 80 ft above the pitch, enhancing the live football experience for fans.

In addition, businesses have access to a range of match-

day and non-match event advertising opportunities at the 32,000-capacity stadium. Concept worked with Daktronics to source the screens.

Daktronics is a global visual display provider, with the UK arm providing and installing electronic scoreboards and digital display systems.

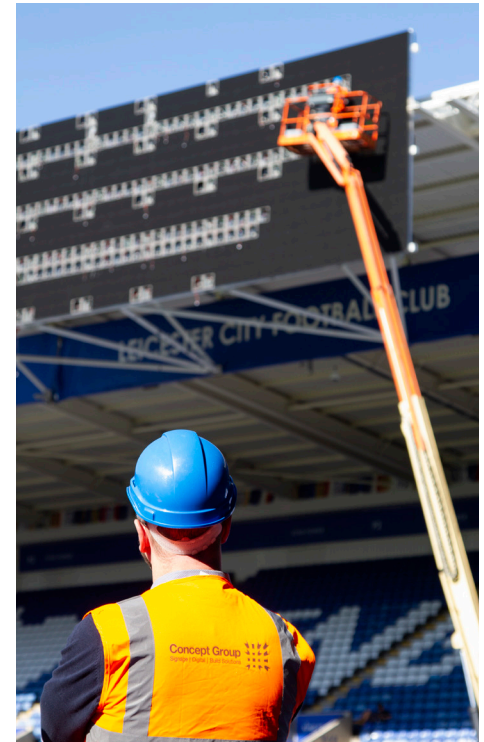
Leicester City Football Club will continue to use the Daktronics Show Control system for content management.



“With their track record and understanding of the LCFC brief, we knew Concept Group would deliver a seamless project, making sure the technology suited the stadium’s different functions. Whether it’s football or large-scale events, we’re confident that the displays will further add to our offer and continue to provide memorable experiences for all our visitors.”

Mags Mernagh

Director of Estates and Infrastructure at Leicester City Football Club





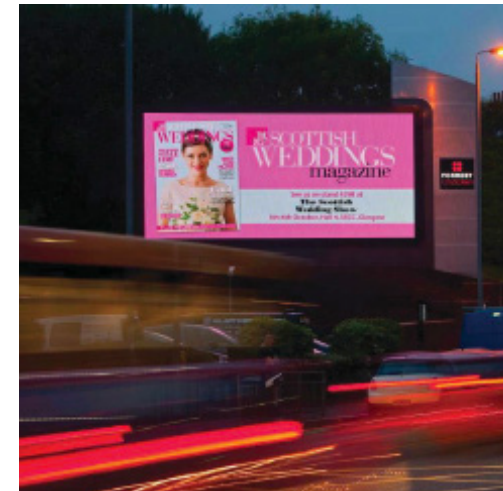
CityScreen Newcastle Central
Location Newcastle Upon Tyne, UK
Pitch Outdoor 12mm - Matrix 1144 x 286



CityScreen Edinburgh Gateway
Location Edinburgh, UK
Pitch Outdoor 12mm - Matrix 1456 x 364



CityScreen Glasgow
Location Glasgow, UK
Pitch Outdoor 16mm - Matrix 440 x 580



CityScreen Great Western Gateway
Location Glasgow, UK
Pitch Outdoor 16mm - Matrix 806 x 390



CityVision Broad Street
Location Birmingham, UK
Pitch Outdoor 10mm SMD - Matrix 384 x 576



CityVision Bullring
Location Birmingham, UK
Pitch Outdoor 10mm SMD - Matrix 384 x 576



CityVision Bullring North
Location Birmingham, UK
Pitch Outdoor 16mm - Matrix 440 x 580



CityVision Expressway
Location Birmingham, UK
Pitch Outdoor 10mm SMD - Matrix 1184 x 288



West End, Birmingham, UK CityVision

The displays at Brunel Street in Birmingham were the 8th and 9th screens that Concept Group provided and installed for Signature Outdoor and Ocean Outdoor's CityVision network.

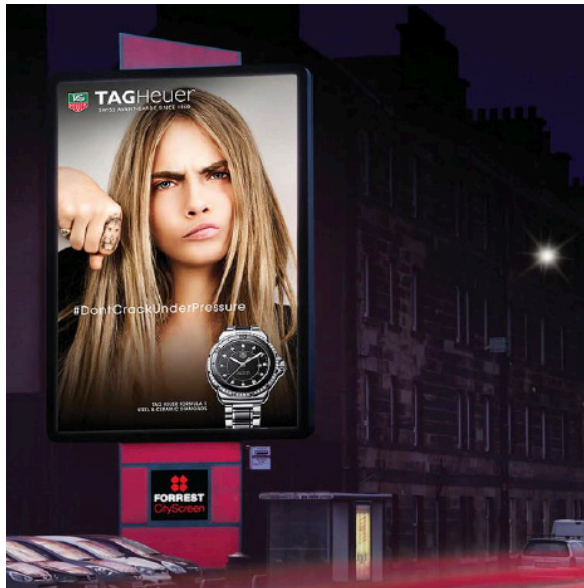
The structure encompasses a unique back to back arrangement of screens which are secured either side of a new primary steelwork projecting from Brunel Street car park.

Concept Group designed the displays to complement the unique profile of the iconic

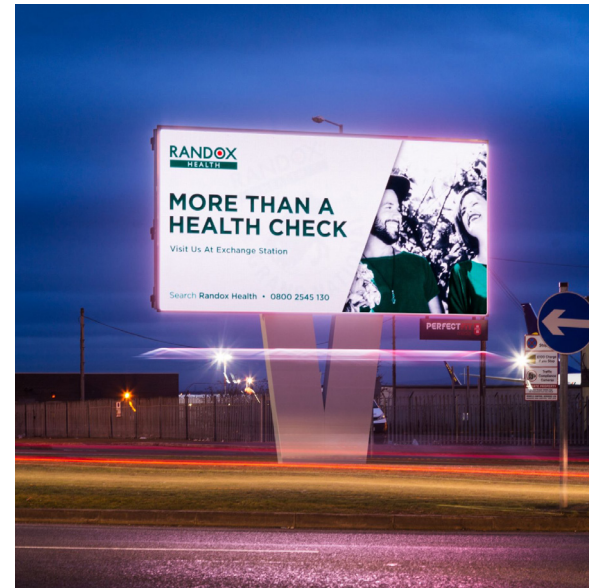
car park and to provide additional support and integrity to the existing car park steel structure.

The installation was completed in 2 phases, with the initial phase involving the installation of supporting and strengthening steelwork internally within the roof beams of the car park; and the final phase being the erection of the sign into position during a series of overnight attendances necessitating traffic management measures being employed upon Suffolk St Queensway.

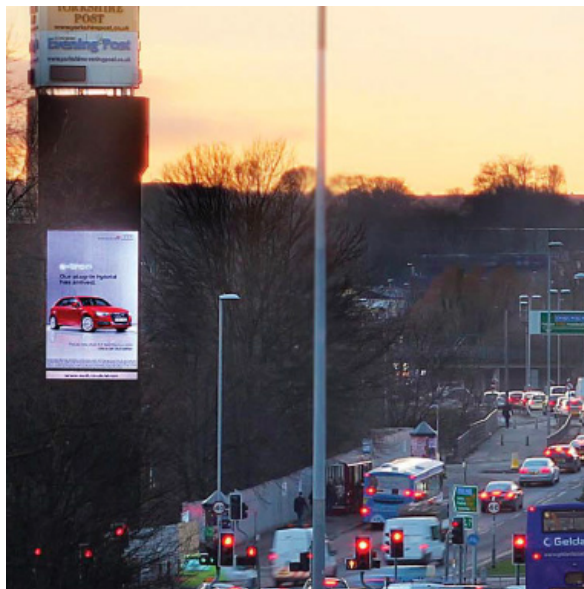




CityScreen Edinburgh
Western Gateway
Location Edinburch, UK
Pitch Outdoor 12mm SMD
Matrix 384 x 576



Perfect Fit Media
John lennon Airport
Location Liverpool, UK



City Outdoor Leeds Central
Location Leeds, UK
Pitch Outdoor 10mm SMD
Matrix 384 x 576



Perfect Fit Media
Aberdeen International Airport
Location Scotland, UK



Argyle Street, Glasgow Clear Channel

Concept Group engineered the steel work to fit with the the existing corner alcove of the building. The display was installed at night and benefits from a coordinated illumination feature.



Victoria Steet Carpark OpenMedia

Located in one of Liverpool's busiest areas, the multi-storey carpark on Victoria Street presented an exciting new challenge for Concept Group.

The project involved extensive co-ordination by Concept Group with Willmott Dixon and their project team in designing the optimum interface between the screen and the building facade. The installation also required comprehensive surveys into the power supply design.

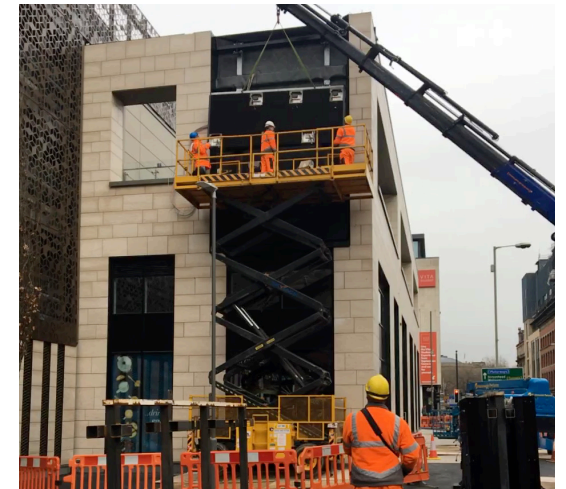
Concept Group were able to exceed expectations and efficiently deliver the project, coordinating the manufacture of the display in only 8 weeks! The

client wanted to target Christmas shoppers and screen went live just in time, on the 18th of December!

The exposure for the screen is superb and the uninterrupted viewing range for the length of Victoria Street offers an extended opportunity for advertisers to showcase their adverts with OpenMedia UK.

The 10mm LED GOLD technology from Daktronics provides our client with a reliable, high quality product that has proven to set the highest standards within the DOOH industry.







Media Eyes, Birmingham New Street
Network Rail

Media Eyes, Birmingham New Street Network Rail

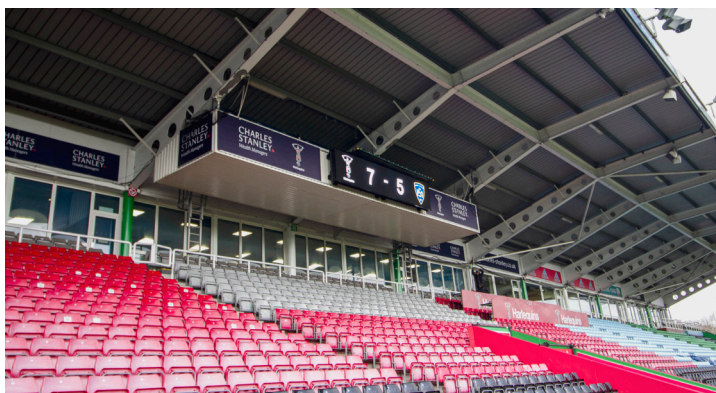
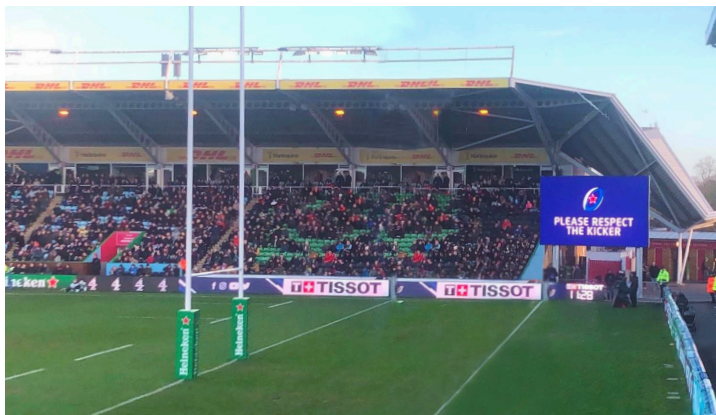
Concept Group delivered three innovative, elliptical advertising displays – or ‘digital media eyes’ – as part of the £600 million redevelopment of New Street Station.

The project, which was commissioned by Network Rail, was the first of its kind for the UK’s ‘out-of-home’ advertising market to incorporate curved large format LED display solutions, which span up to 29.5 metres by 6.3 metres.

The North-West eye, which is situated at the station entrance adjacent to High Street, also incorporates a highly innovative solution which enables natural light to filter through to the station concourse below.

The custom surface mount diode mesh solution is a transparent product designed and manufactured specifically for this element of the project. A 20-strong team of highly specialised LED display technicians installed the systems.





Twickenham Stoop Harlequin FC Rugby

The Premiership Rugby club Harlequins partnered with Concept Group for the installation of four new LED displays.

The specified Daktronics LED display technology is renowned for unmatched colour contrast, technical reliability and excellent viewing angles.

The two smaller horizontal stand displays mounted above the East and West stands measure 1 x 5.5 meters and are designed for displaying match scores and club branding.

The larger displays measure 4 x 7 metres and are located at Northwestern and

Southeastern corners of the pitch. These full motion video displays will be used for sponsor advertising and club updates as well as engaging the audience with player profiles and match announcements.

Concept have also provided the club with the powerful Show Control platform from Daktronics, allowing for dynamic control of display content.

Head of Operations Jen Motet states: "We have been considering upgrading our scoreboards and installing permanent big screens for some time, and we decided to move forward having had detailed discussions

with Daktronics. Concept Group were the systems integrator, and from the start we were impressed with how they took on the project and drove it forward – especially given an in-season install which presented timeline challenges. The team were adaptable throughout the process and worked with us to ensure minimal impact in a live stadium environment. The screens themselves have had nothing but positive feedback – they are bigger, more impactful and help drive our aspirations on providing an improved experience for our match day and non-match day customers."



The London Palladium Really Useful Theatre Group

Concept Group were commissioned by Really Useful Theatres Group to design and install a 3 x 6 metre LED display on the rear façade of The London Palladium theatre.

The screen will be used for theatre previews requiring a display of the highest possible quality with vibrant colours. The City-View Louver screen from Daktronics also allows viewers to be much closer to the display before any colour shift occurs.

The Daktronics City-View Louver product is increasingly popular following the growing demand for screens to be within a closer proximity to their audiences.

In addition, a City-View Louver screen is designed to produce less light spill upwards and onto adjacent buildings, which was a key concern for the client.

Concept Group successfully installed the screen between two buildings as part of a wider refurbishment of the Grade II listed building.

The installation took no longer than a few hours over night, the scaffolding and work area was kept compact avoiding disruption to the traffic. This project is a superb example of the full extent of our turnkey service here at Concept Group.



Bescot Stadium Walsall Football Club

Concept Group designed and installed a large format digital display on the corner of the pitch at Walsall Football Club.

The display is used in a variety of ways to engage with fans. These include live social media feeds, vendor and sponsor advertising, stadium announcements, time keeper and a score board.





Princess Road, Manchester UK **boohoo.com**

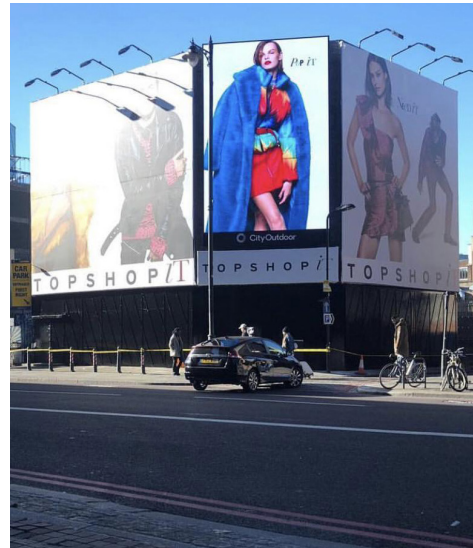
Concept Group were approached by the online fashion brand Boohoo.com to design, install and also maintain an advertising display located in Manchester UK.

The 23.5m² display faces oncoming traffic heading into the centre of the city along Princess Road beside a busy car-wash station.

The screen displays a series of high impact advertising campaigns for the brand. The

main benefit for Boohoo.com is that the display is theirs to dedicate their own brand exposure to.

The LED technology used from Daktronics is a 10mm Gold Cree product which has an impressive viewing distance. The specification allows for superior colour-blending and broad colour depth.

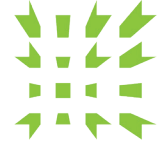


Shoreditch High Steet City Outdoor

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