



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.







Hotel Football

**Open Media**



## Hotel Football, Manchester

# Open Media

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@concepts signs.co.uk](mailto:signs@concepts signs.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

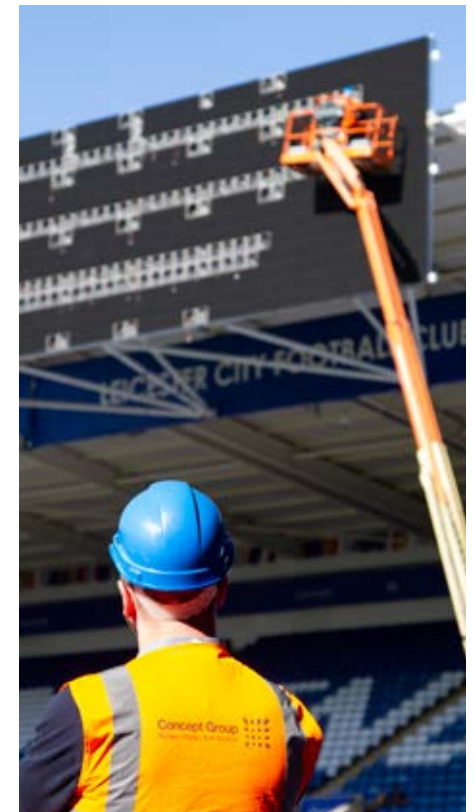




***“ With their track record and understanding of the LCFC brief, we knew Concept Group would deliver a seamless project, making sure the technology suited the stadium’s different functions. Whether it’s football or large-scale events, we’re confident that the displays will further add to our offer and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

**Mags Mernagh**

Director of Estates and Infrastructure at Leicester City Football Club





**CityScreen Ocean Outdoor**  
Newcastle Central

Pitch Outdoor 12mm - Matrix 1144 x 286



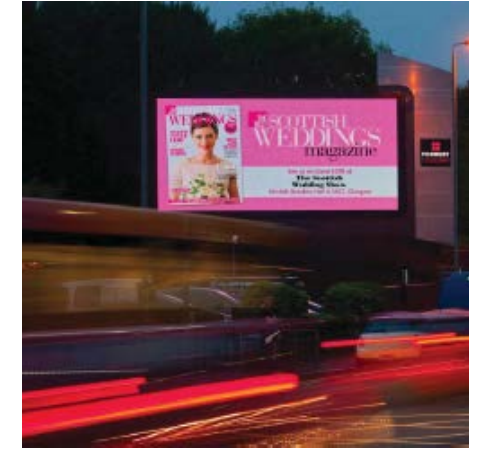
**CityScreen Ocean Outdoor**  
Edinburgh Gateway

Pitch Outdoor 12mm - Matrix 1456 x 364



**CityScreen Ocean Outdoor**  
Glasgow

Pitch Outdoor 16mm - Matrix 440 x 580



**CityScreen Ocean Outdoor**  
Glasgow

Pitch Outdoor 16mm - Matrix 806 x 390



**CityVision**  
Broad Street, Birmingham

Pitch Outdoor 10mm SMD - Matrix 384 x 576



**CityVision**  
Bullring, Birmingham

Pitch Outdoor 10mm SMD - Matrix 384 x 576



**CityVision**  
Bullring North, Birmingham

Pitch Outdoor 16mm - Matrix 440 x 580



**CityVision**  
Expressway, Birmingham

Pitch Outdoor 10mm SMD - Matrix 1184 x 288





## West End, Birmingham

# 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.



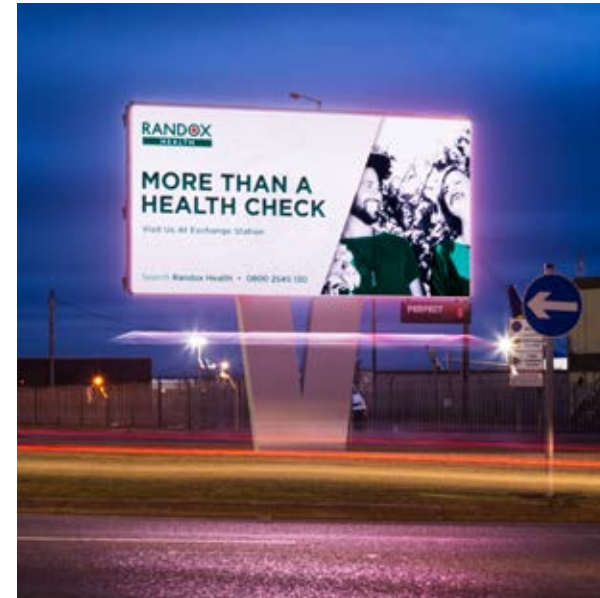




## CityScreen Ocean Outdoor

Edinburgh Western  
Gateway

Pitch Outdoor 12mm SMD  
Matrix 384 x 576



## Perfect Fit Media

John Lennon Airport,  
Liverpool



## City Outdoor

Leeds

Pitch Outdoor 10mm SMD  
Matrix 384 x 576



## Primesight

Aberdeen  
International Airport



## Princess Road, Manchester

# 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.



## Victoria Street Carpark, Liverpool

# OpenMedia

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

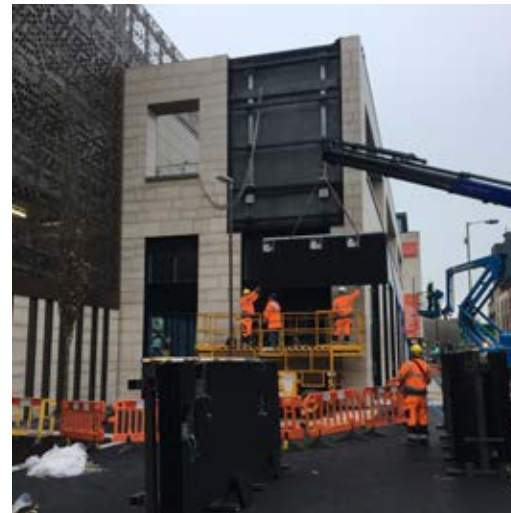
The project involved extensive co-ordination by Concept Group with Willmott Dixon and their project team in designing the optimum interface between the screen and the building facade. The installation also required comprehensive surveys into the power supply design.

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.





## Victoria Street Carpark, Liverpool

# OpenMedia





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.







## 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.

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Trafford Tower  
**JCDecaux**





## Barratt House, Liverpool

# OpenMedia

OpenMedia and Concept Group have joined forces to install a large digital screen at Barratt House in central Liverpool. This 'Mega Six' advertising display has been identified as the largest portrait digital screen in Liverpool.

The project presented the team with an unusual challenge; to install display onto the building's bespoke corner.

The team fabricated an innovative steel support structure. Installing two bespoke three sided steel structures within the two alcoves, Concept operatives created a flat facade onto which the modules are attached.

The Daktronics LED technology was selected for it's excellent image quality, colour depth and reliability.



## City Screen, Glasgow

# Ocean Outdoor

CityScreen Glasgow, the largest portrait digital screen in Glasgow, is located above Glasgow central station and faces north on the corner of Union Street. With a range of over 600 meters the screen offers unrivalled impact and faces directly onto Renfield Street, the busiest street in Scotland and the main one-way artery that takes people through the city.

Concept Group's turnkey offering included the design manufacture and the installation of the display; the company tailored structural and fabrication methods to deliver a completely unique solution. The display is comprised of 638 individual LED modules, which feature premium "black package" SMD (Surface Mount Diode) technology for superior image definition and maximised viewing angles.







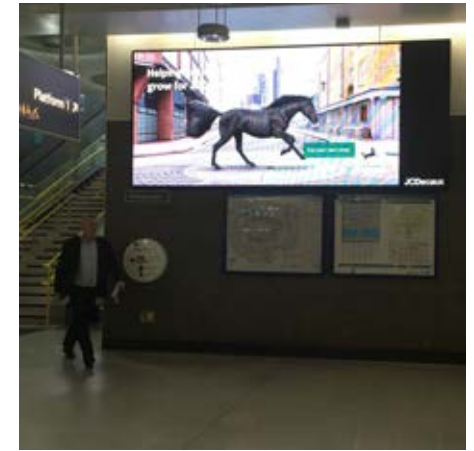
**JCDecaux**  
Claypit Lane, Birmingham



**JCDecaux**  
Metro Center, Newcastle



**City Outdoor**  
Northumberland Street, Newcastle



**JCDecaux**  
Blackfriars Station, London



**Transvision**  
Birmingham International



**Team Valley**  
Gateshead, Tyne and Wear



**Coutts**  
London



**Ocean Outdoor**  
Southside Junction, Birmingham

## Sea Terminal, Isle of Man

# Billboards.IM

Concept have recently completed work on two digital displays on the Isle of Man for Billboards.IM. This project represents the expansion of the Billboards.IM network, following a previous Concept Group install earlier in 2018.

Despite the turbulent weather Concept Group completed the project ahead of schedule. The two screens from Daktronics show a beautiful colour range on 1.5 by 3 metre landscape displays.

Tim Groves, CEO of Billboards.IM comments:

“With expert guidance and support, from the initial designs to completion on site, Concept Group have delivered a turnkey digital screen solution on our behalf that has surpassed all our expectations. Customer feedback has been nothing short of phenomenal! The quality of the Daktronics product is clear to see and the installation has created the most engaging and unique Advertising opportunity on the Isle of Man.”

The screens can be seen on the approach to the sea terminal, which sees nearly 12,000 vehicles pass through everyday.





## Mall Projects

# Clear Channel

Concept Group acted as both Principal Designer and Principal Contractor on this project to install large format digital screens at intu Merry Hill and Manchester Arndale on behalf of Clear Channel.

The 6m x 3m displays required a 'ground up' design for the supporting steelwork to interface with both the LED modules and the existing building fabric, with challenging structural design influences impacting on both the design and also the installation methodology.

Both screens have fully bespoke fabricated surrounds from original designs produced by Concept Group to complement the surrounding architecture.



## D48 Rollout, Scotland

# Ocean Outdoor



**Ocean Outdoor**  
Abercorn Street



**Ocean Outdoor**  
Carlisle Road



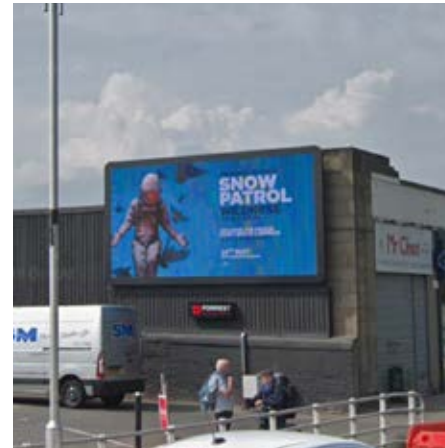
**Ocean Outdoor**  
London Road



**Ocean Outdoor**  
Longstone Road



**Ocean Outdoor**  
Market Street



**Ocean Outdoor**  
Niddrie Mains Road



**Ocean Outdoor**  
St Andrews





## Newcastle Times Square Ocean Outdoor

Concept Group provided an oversized 96 sheet digital display for Ocean Outdoor, which they installed at the Centre for Life at Newcastle Times Square.

The location of the screen is a feature in itself as the Centre for Life is a focal point of bars, nightclubs and restaurants in the city.

Due to the location of display it was installed as a significant out of hours deployment over several evenings.

Concept Group had to design a structural framework which complemented the building's existing high-level steel entrance feature, as well as working closely with the developers of the existing building to ensure the structure worked soundly, and ensuring that the display was presented in a seamless fashion.

Concept Group provide an ongoing service package for the maintenance of the screen as part of our turnkey offering.

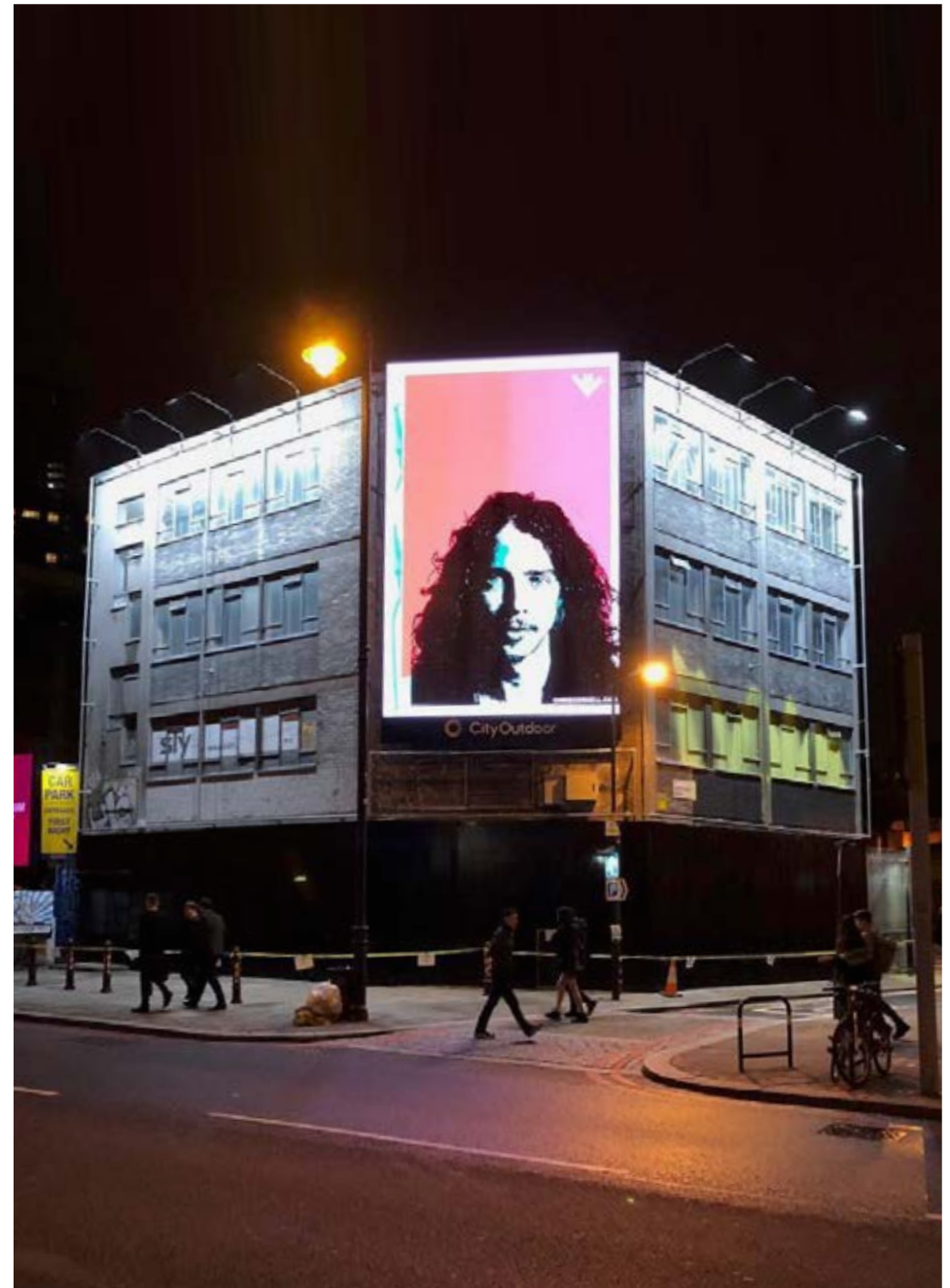


Shoreditch High Street, landscape  
**City Outdoor**



Shoreditch High Street, portrait

## City Outdoor



## Gallions Reach Shopping Park, London

# Phelan

Concept Group were commissioned by Phelan to supply and install 2 totem structures at Gallions Reach Shopping Park. The totems ranged from 6 to 14 meters in height and all included 2 digital LED screens.

The groundworks for the project were complex, requiring Concept Group to develop a specialist piling solution using displacement screw piles to a depth of 20 meters.

The displays are now in use not only giving details of the Shopping Park tenants, but also advertising events and offers – both attracting new customers and communicating with the captive audience already on site at the time of decision making.





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