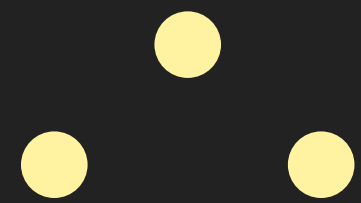


# AlterProjects

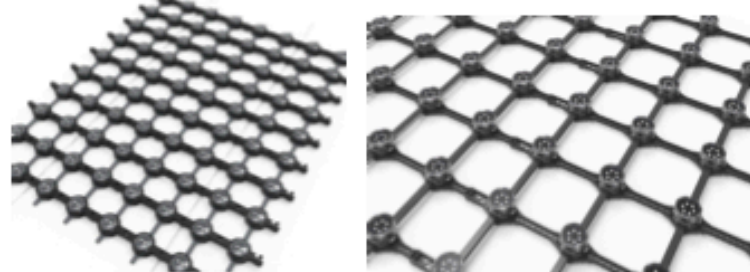
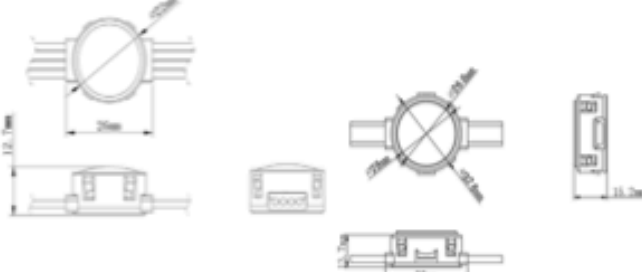
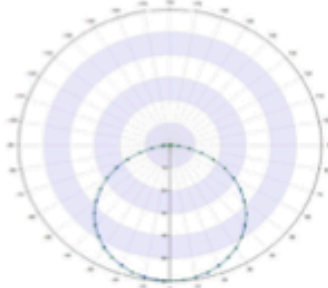
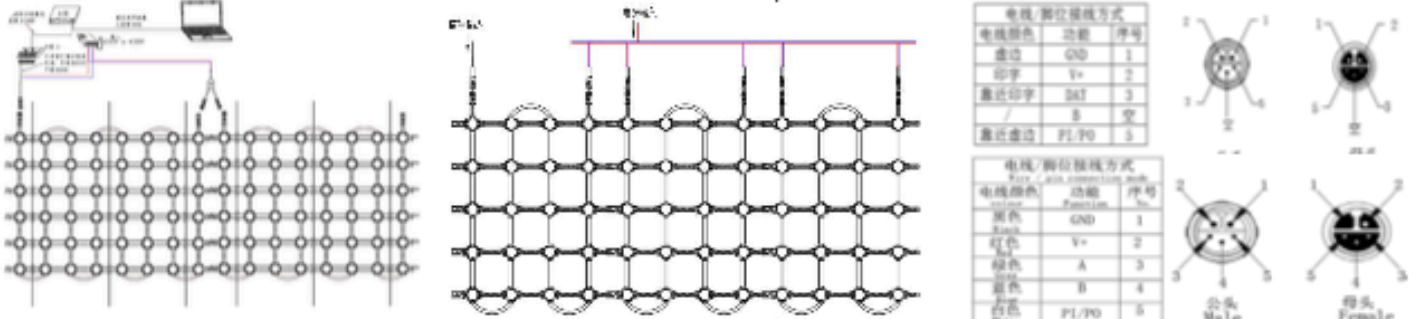
# The Globe Art Wall

## By ENESS

### Candella Information



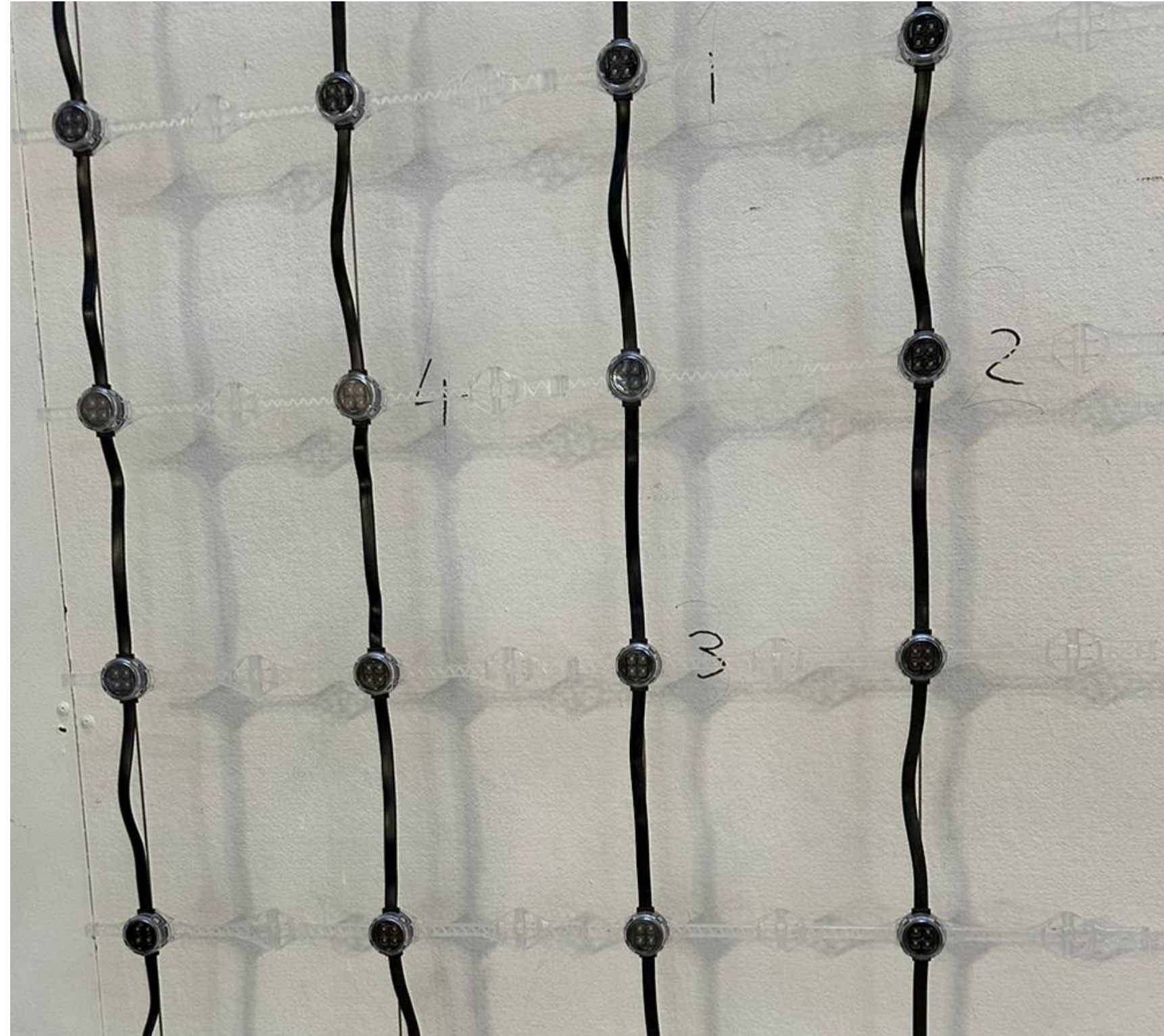
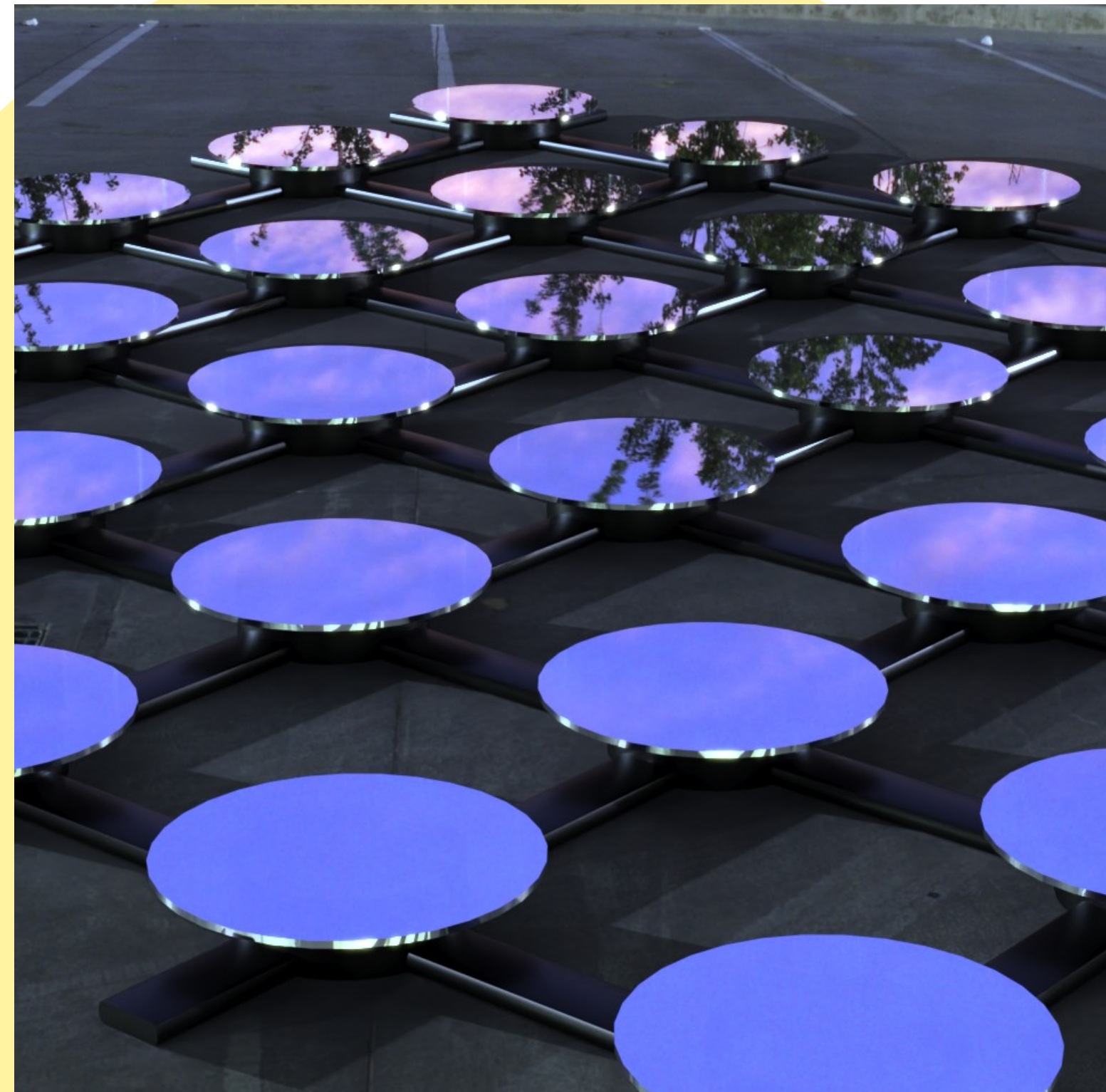
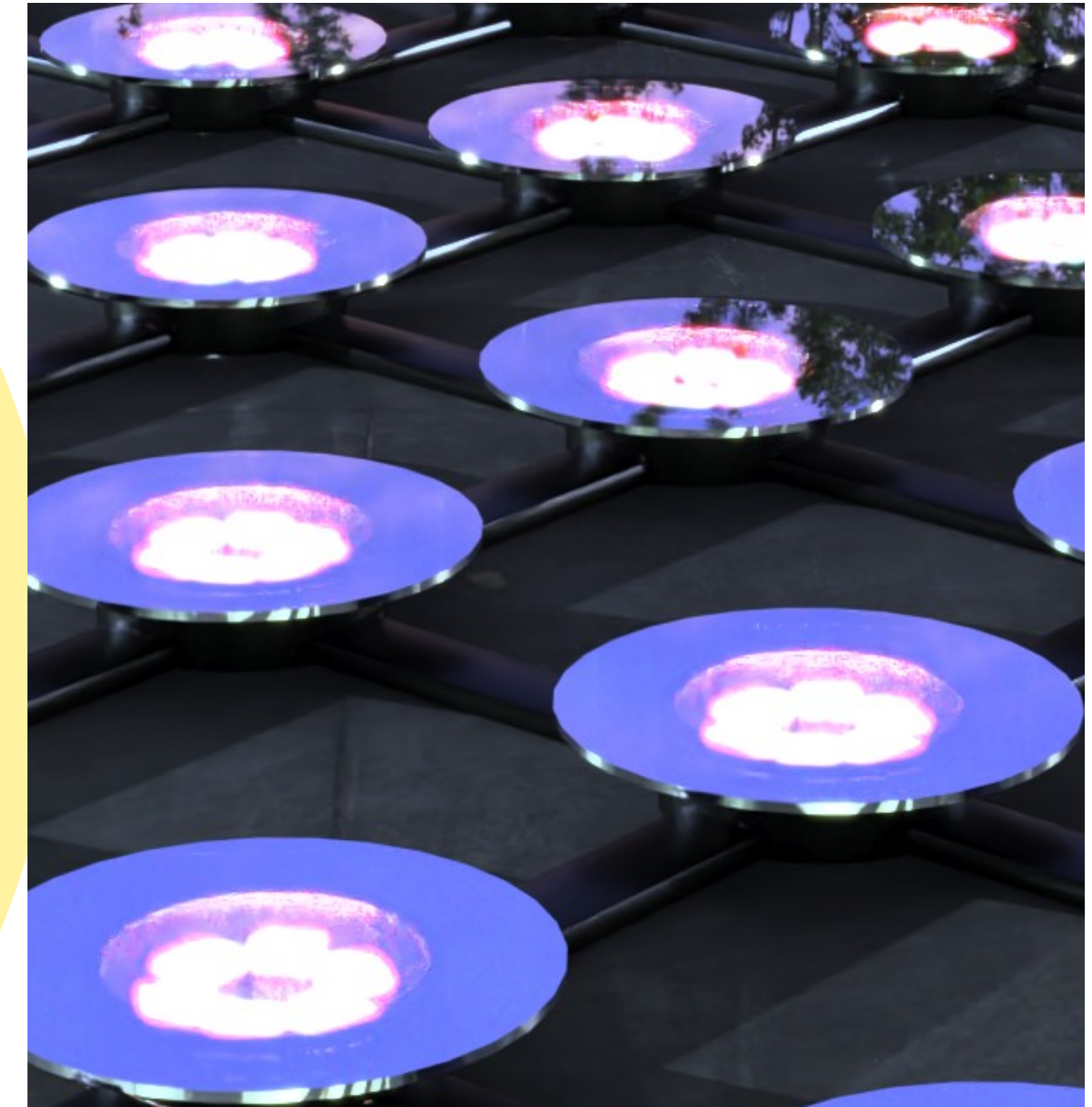
# Technical PRODUCT SPECIFICATION & CANDELA

|                                                                                                                                                           |                                                                                                                |                                                                                     |                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------|
| <div>SHLED<br/>升宏光电</div> <div>Shenzhen SH LED Technology Co., Ltd</div> |                                                                                                                |                                                                                     |                                                  |
| Product specification                                                                                                                                     |                                                                                                                |                                                                                     |                                                  |
| Product name                                                                                                                                              | LED point light source for mesh screen                                                                         | Model                                                                               | SH-E22/33                                        |
| Product picture                                                                                                                                           |                                                                                                                | Size picture                                                                        |                                                  |
|                                                                           |                                                                                                                |   |                                                  |
| Electrical parameters                                                                                                                                     |                                                                                                                | Light source parameters                                                             |                                                  |
| • Rated working voltage                                                                                                                                   | DC12V/24V                                                                                                      | • LED Qty                                                                           | 3535RGB*2/3535RGB*3/3535RGB*6                    |
| • Rated power                                                                                                                                             | 0.7/1.4W                                                                                                       | • LED Brand                                                                         | Epistar/Cree/Osram                               |
| •Lead wire specification                                                                                                                                  | 2*0.5mm <sup>2</sup> +2*0.3mm <sup>2</sup> /1.8mm and 2x0.75mm <sup>2</sup> +3x0.3mm <sup>2</sup> /2.9mm*9.7mm | • Light source life                                                                 | ≥30000 Hr                                        |
| • Line sequence definition                                                                                                                                | Red: V+ / Green:A /Blue :B/White:PI/PO/Black:GND                                                               | Optical parameters                                                                  |                                                  |
| • Optional spacing(mm)                                                                                                                                    | P40、P50、P80、P100/P100 P150 P200                                                                                | • Gray scale                                                                        | 8/16 Bit = 256/65536                             |
| • Lamps per square meter                                                                                                                                  | 625,400,156,100/100,44,25                                                                                      | • Brightness                                                                        | /                                                |
| • Control mode                                                                                                                                            | RDMX512RGB EDMX512RGBW EDMX512W EON/OFF ESPIRGB                                                                | • Luminous intensity                                                                | 10.1lm,17.1lm,27.1lm/pixel (change by RGB*2/3/6) |
| • Control chip                                                                                                                                            | UCS512B3/UCS512C4                                                                                              | • Wavelength                                                                        | RGB(R:615-630nm G:525-545nm B:460-480nm)         |
| •Pixel segment                                                                                                                                            | R1 E6 E8 E10 E12 E14                                                                                           | • Color temperature                                                                 | /                                                |
| Mechanical parameters                                                                                                                                     |                                                                                                                | • LED Beam                                                                          | 110°±10%                                         |
| • Body                                                                                                                                                    | 94-V0 Flame-Retardant PC                                                                                       | • Color rendering index                                                             | CRI 94 minimum with R9 > 85                      |
| • Cover                                                                                                                                                   | 94-V0 Flame-Retardant PC                                                                                       | Lighting Distribution                                                               |                                                  |
| • Shell color                                                                                                                                             | Black or Light grey                                                                                            |  |                                                  |
| • Net Weight(single pixel)                                                                                                                                | 10.8gram/29.2gram                                                                                              |                                                                                     |                                                  |
| Others                                                                                                                                                    |                                                                                                                |                                                                                     |                                                  |
| • Oper Temp                                                                                                                                               | -20℃~+60℃                                                                                                      |  |                                                  |
| • Storage temp                                                                                                                                            | -40℃~+75℃                                                                                                      |                                                                                     |                                                  |
| • Degree of Protection                                                                                                                                    | IP67                                                                                                           |                                                                                     |                                                  |
| Installation method                                                                                                                                       |                                                                                                                | Wiring diagram                                                                      |                                                  |

Maximum Candela:  
550 cd/m2

The product has a maximum luminance of 550 cd/m2 when all the lights are on full brightness in white. However, the product is fully controllable and adjustable and so we can ensure that it does not exceed 300 cd/m2 during the night time hours which would keep the luminance levels in accordance with the recommendations contained within the Institute of Lighting Professionals Lighting Guide - Technical Report Number 5. We can measure it's output onsite taking into account the ambient light in the area once we have completed install.

# Technical: PIXEL PITCH & CUSTOMISATION



**PIXEL PITCH:** The LED Mesh Curtain facade consists of 13,500 LED RGB nodes at 200mm spacing. The pitch is the same as what is used on the bottom part of the SODA facade (example on next page), and so will not be a high resolution screen like that of a standard advertising screen. The quality is more similar to that of Christmas Lights, resulting in a pixelated image.

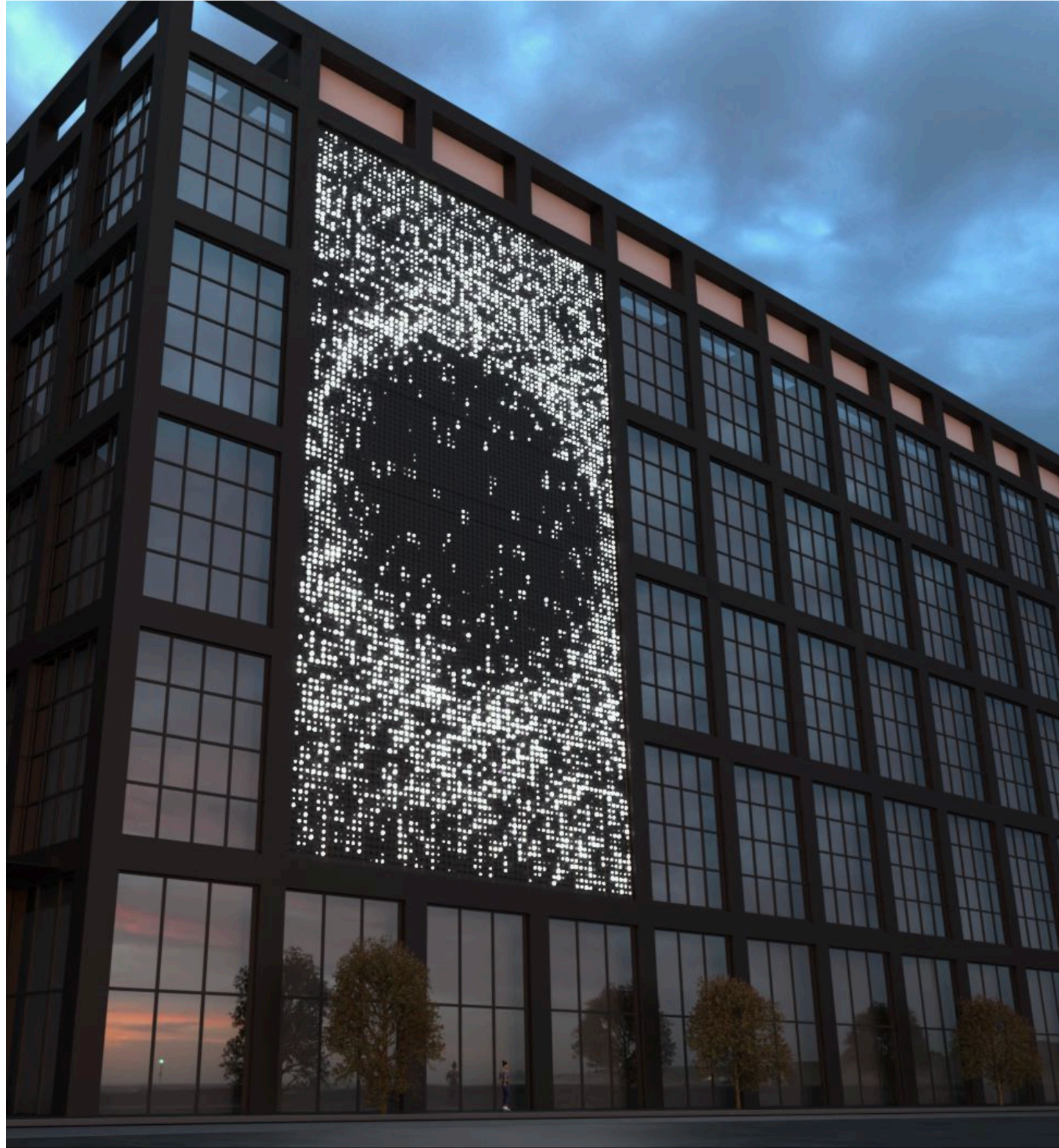
**CUSTOMISATION:** We will be customising a standard LED mesh with an acrylic cover over the nodes which will have a slight reflective quality (as you can see above). This will assist in muting yet spreading the light, and when the wall is off, will still give a kinetic feeling with the reflections it will pick up from surrounding traffic and light pollution.

# Pixel Pitch Example: SODA MANCHESTER

The technology used is the same as that at Manchester School of Digital Arts, (minus the customisation which makes Eness artwork unique). The pixel pitch on the lower part of the building (where there are the colourful images in the examples below) is 200mm, the same as what we are proposing. The top where it states 'SODA' is 100mm.



# Environmental Controls: FURTHER MEASURES



## Reduced Hours

Aside from controlling the output from the LEDs to ensure that screen does not emit more than 300 cd/m<sup>2</sup> in darkness, we have also taken into consideration the environment and are looking at running the screen at reduced hours and avoiding anti social hours. We will look to only run between the hours of 7am and 11pm depending on approval (exact timing within this still tbc).

# AlterProjects

# Thank you

