



questek

MEDIA RELEASE

QUESTEK CONFIGURES AND INTEGRATES ICONIC DOWNTOWN LANDMARK ABSA LUMEN SCREEN

Johannesburg, April 2013 – Questek Advanced Technologies recently completed the configuration and integration of the 2 650sqm LED display that clads the top of the 29-storey ABSA Towers in downtown Johannesburg. Featuring 20 million LEDs, this iconic branding and marketing tool is being billed by the supplier and manufacturer, Barco, as the world's biggest commercial visual display system. .

The ABSA Lumen screen was designed by US based Herring Media for the Barclays / Absa group. Installation of the screen commenced in October 2012 and was completed in a record four month period. Once installed, Questek handled the configuration and integration of the 2 880 TF-20 tiles that make up the screen ensuring that the unit is run, controlled and monitored as one single image by one single operator. The complete system can be monitored and controlled from anywhere in the world where there is internet access due to the intelligence of the Barco controller. The four sides of the LED display that wrap around the building form a live canvas that allows video and images to move seamlessly from side to side.

The media displayed on the large screens is generated from four Coolux media servers which provide seamless video content on a timeline that is remotely uploaded and controlled.

'The sheer magnitude of the Absa Lumen screen required some ground breaking technology and IT integration never before attempted in the world. We are pleased to announce that the screens performance and quality of image have far surpassed our client's expectations. 'It has been one of our most challenging and exciting projects to date' says George van Gils of Questek. '

'We also installed Barco screens for the 2010 FIFA World Cup at Royal Bafokeng, Green Point and Orlando Stadiums and various outdoor advertising screens in the Sandton area. The Absa Lumen screen is now not only a local landmark, but makes South Africa a global reference site.' concludes Van Gils.

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Questek will be responsible for the ongoing local maintenance and upgrades of Absa Lumen screen.

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Questek Advanced Technologies are specialists in the integration, design and installation of innovative state-of-the-art audio visual solutions. Utilising convergence of voice, data and visual technologies, Questek creates the platform to manage and visually present knowledge in increasingly innovative ways.

Issued by Questek Advanced Technolgoies

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