

DIGITAL SIGNAGE CASE STUDY – WREXHAM LIBRARY

Case Study - 14.01.2025



Background

Wrexham Library, a central hub for the local community owned and operated by Wrexham council, was looking for a new way to engage with residents. The city of Wrexham was undergoing regeneration brought about after the takeover of the local football club by Hollywood superstars Ryan Reynolds and Rob McElhenny. This had been featured in a popular documentary tv series that had brought international attention to the city and had kickstarted rejuvenating the city.

In April of 2023 Wrexham Council got in touch with our partner about installing a large digital display outside the library. The council wanted to modernise its public outreach methods while simultaneously promoting local events, services the council provides in a more dynamic way in both English and Welsh languages.

Challenges

Wrexham Council were looking for a large digital display that could deliver high brightness levels in an outdoor environment. The display had to fit in a specific space outside the library entrance. They wanted to make sure the screen was legible 24/7 and even under direct sunlight. The council needed the display to be completely waterproof due to the variable weather conditions in North Wales.

For content on the screen, the main requirement was that the content on the screen would be easy to update. Our partner would manage the display, working closely with the council in terms of the messages they wanted published. Our partner was looking for an easy-to-use digital signage content management system they could use to publish content to and manage the display.

In terms of installation, the council wanted to make sure it not to disrupt any of the services it provided at the library and that we adhered to all health and safety protocols while the display was installed. They required the installation to be completed swiftly and efficiently, avoiding any prolonged delays, with the goal of keeping the installation time to an absolute minimum. The council wanted a quick turnaround for this project so time was of the essence.

Project Overview

Products: Outdoor Direct View DV-LED Video Walls

Size: 2.88m x 1.92m

Resolution: 720px x 480px

Pixel Pitch: P4

Brightness: 5,500cd/m²

1 x Android Cloud Network Media Players

1 x My Signage Portal CMS Software Licences

Location: Wrexham Library, Wrexham



Solutions

After exploring various options, the ideal solution for Wrexham Library was an Outdoor DV-LED Video Wall. It met all of their objectives and offered additional benefits. Given the size and mounting height of the screen, we recommended a P4 pixel pitch. This lower-end pixel pitch for outdoor DV-LED screens strikes the perfect balance—ensuring clear, sharp content visibility both up close and from a distance, without being over-specified or driving up costs unnecessarily.

With a brightness of 5,500cd/m² the screen is more than bright enough even for the sunniest of days in the city and the LED cabinets have an IP65 rating ensuring they are fully protected from the elements.

With regard to content, we provided an Android Cloud Network Media Player as well as a lifetime subscription to My Signage Portal. My Signage Portal allows for both simple rapid publishing and more complex scheduling of content. The software had a whole range of features to manage and control the display remotely. The media player

is connected to the libraries Wi-Fi which ensures that whenever the content needs to be updated it can be done so without any issue.

Due to the size of the display and the height it was to be mounted at, we needed scaffolding to perform the installation safely. Despite the large size of the display, the installation only took one day so disruption was kept to an absolute minimum for the library. Because we maintain stock in our UK warehouse, we were able to meet the council's tight project deadline without any delays.

Results

In collaboration with our partner, we installed the Outdoor DV-LED Video Wall in August 2023 to great success. Wrexham Council were delighted with the Outdoor DV-LED Video Wall and the positive impact it has had already. They have been able to use the display to reach a wider audience promoting events such as local street markets and Eisteddfod festival. Even better by using digital signage they have been able to promote events to both Welsh language and English speakers seamlessly. The council hopes to use digital displays across the city in the future following the success at the library.

