

DUNDAS SQUARE – TORONTO, CANADA

Outdoor LED Solution



CHALLENGE

Located at the southeast corner of the intersection of Yonge Street and Dundas Street East in Downtown Toronto, Yonge-Dundas Square (also known as Dundas Square) is a public square in one of the busiest intersections in Canada, serving over 100,000 pedestrians daily. Similar to Times Square, this area showcases an array of digital billboards; most notable is the largest board installed by El Media in partnership with Panasonic.

Through its strategic partnership with Branded Cities Network, a subsidiary of El Media, Panasonic provided a 5,790 square foot board for Clear Channel Canada that stands center stage in the square. The surface mount device (SMD) video board is the largest 12mm display supplied by Panasonic to date and features 1,536 pixels of vertical resolution and 2,432 pixels of horizontal resolution.

OVERVIEW

Provide LED display

SOLUTION

12mm SMD LED

- Main Video Display 60.47' H x 95.75' W

Completion Date: May 2014

For more information, call 877.438.7881
or email enterprise@us.panasonic.com

Panasonic