



# Case Study. Wearable lightboxes battery powered for BestBrands 2016 event.

Lightweight and battery powered light boxes for the wearable IGP Decaux application.

IGP Decaux is a company leader in outdoor communication as billboards for: airports, subways, trains, and advertising in general. The IGP Deaux need was to provide printed fabric lightboxes wearable by hostesses during the BestBrands event in Milan on 9<sup>th</sup> November at the RAI studios in via Mecenate.

The BestBrands event takes place every year, it is a kermesse that aims to reward the best brand in the national retail market.

The IGP Decaux need was to provide the small size lightboxes (40x28 cm) with printed fabric showing the event logo. The lightboxes are worn by the hostesses during the event thanks to the tapes which allow you to place them on the back and belly leaving the hands free.



*The lightboxes.*

The two lightboxes provide dedicated graphic called “rear” and “front” more specifically the “front” lightboxes features a simple light animation: a blinking arrow printed on the backlit fabric.

The lightboxes must operate autonomously battery powered for at least two hours.

### At the glance

- 20 lightboxes single sided 40x28cm
- LED backlighting
- Battery powered
- Lightbox weight 1 Kg
- CCT 4500K, CRI >80
- PWM dimming
- Animated light

In addition to these technical constraints also the delivery time was considered: the 10 kits (made of “rear” and “front”) had to be delivered in few days in time for 9<sup>th</sup> November event.

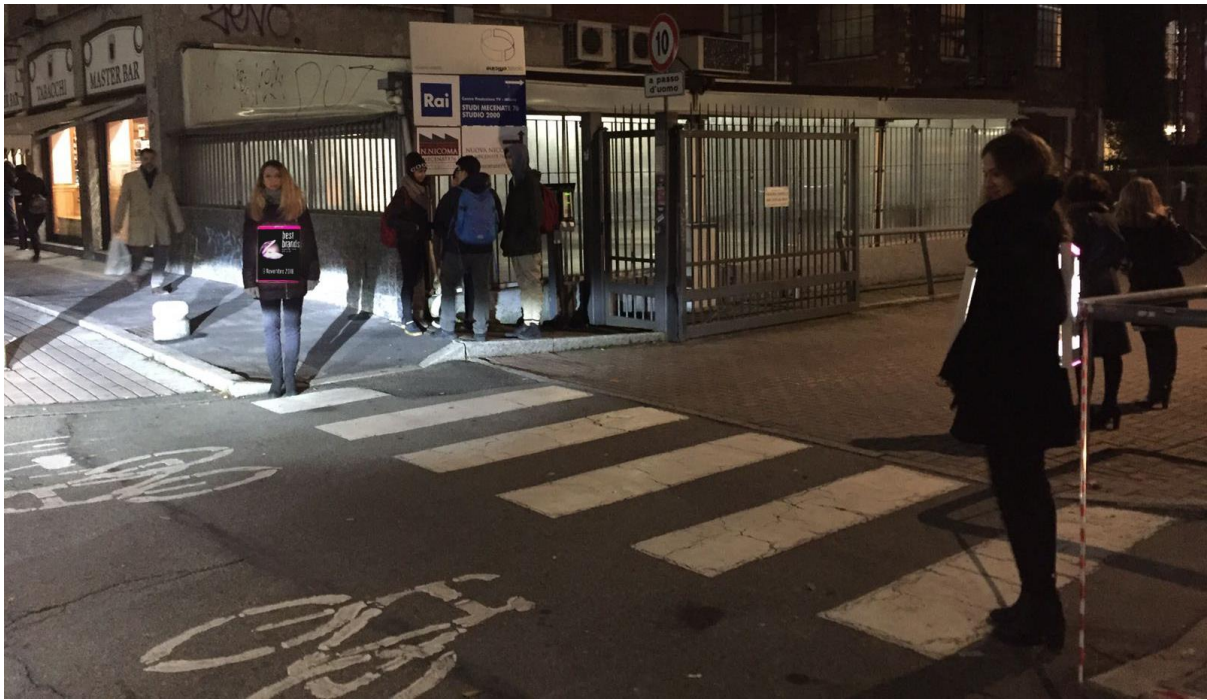


*Outside the studios.*

To meet the demands of customer project the lightboxes were manufactured with anodized aluminum frame low profile (3 cm height). This allowed to reduce the overall weight, fundamental for wearable object.

The lightboxes reflective background is made of composited aluminum white painted where the adhesive LED strips were placed. The battery pack was mounted inside the lightboxes together with electronic board that manage the PWM dimming to increase the batteries life and also the light animation.

***IGP Decaux customer: “The lightboxes battery powered met our expectations, the overall scenography was appreciated by audience”.***



*Outside the studios.*

The printed fabric with sublimation technology suitable for backlighting application was kept in place on the aluminum frame thanks to dedicated rails. The result shows a clear graphic homogeneously backlit even with the low profiles frame adopted.



*The lightboxes battery powered.*

The lightweight (1Kg) lightbox was suitable and comfortable to be worn by hostesses responsible for the reception of the audience outside the RAI studios.

Fundamental was the delivery time, in order to satisfy the customer requirements.





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