



**CASE STUDY**

# THE GATE MALL, KUWAIT

## ABOUT US

AET is a leading LED Display manufacturer worldwide. We recently collaborated with The Gate Mall, which is located in Kuwait. We installed 2 custom gate-shaped LED Displays at The Gate Mall. The collaboration has been exciting, however, we faced certain challenges & opportunities during the collaboration.

So, let's explore the project's requirements, solutions, and results, highlighting the innovative approach AET took to bring this vision to life!

## PRODUCT INFORMATION

- ▶ This gate-shaped LED Display is a Koala Series P1.86mm (QCOB)
- ▶ It has a width of 3360 mm & height of 2700mm.
- ▶ Cabinet Size: 480mm\*540mm
- ▶ Numbers of cabinets: 30 per gate \*2=60

## QUOTE

*"At AET, we believe in pushing the boundaries of LED display technology. The Gate Mall project was a testament to our commitment to innovation and client satisfaction in a limited period of time. We are delighted to have delivered a display, meeting the functional requirements that has become a stunning landmark for The Gate Mall."*



## CHALLENGES

### TIME MANAGEMENT

Installing 2 gate-shaped LED displays on different floors in limited time was quite a challenge for our team.

### UNIQUE SHAPE

We faced structural & technical challenges due to the display's unique gate-shaped design. Moreover, the display needed to be robust enough to withstand outdoor elements while maintaining its intricate form.

### POWER & ELECTRICAL CONSIDERATIONS

Meeting power requirements for the LED display installation without overloading existing electrical system is among the major challenges.



## REQUIREMENTS

### DYNAMIC CONTENT MANAGEMENT

AET was required to provide a solution for easy and dynamic content updates.

### WEATHER RESISTANCE

Our team required a weather resistance as Kuwait's harsh weather conditions demanded a display resilient to extreme temperatures & dust.







## SOLUTIONS

### 3D MODELING AND SIMULATION

AET utilised the advanced 3D modelling & simulation to visualise the display's integration with the gate, ensuring a perfect fit.

### CUSTOM MODULAR DESIGN

AET manufactured a modular frame system, allowing for precise shaping and easy installation. The lightweight aluminum structure ensured both durability & visual appeal.

### REMOTE CONTENT MANAGEMENT

AET implemented the content management system, allowing real-time updates & scheduling. This gives the mall flexibility in showcasing diverse content.



## RESULTS

### INCREASED BRAND AWARENESS

These unique gate-shaped displays have attracted significant media attention, raising brand awareness for both AET as well as The Gate Mall.

### LANDMARK ATTRACTION

These gate-shaped LED Displays have become a centre of attraction in The Gate Mall, attracting visitors. This further enhances the overall aura of this place.

### CONTENT VERSATILITY

These gate-shaped displays effectively showcase a wide range of content, including promotional videos, live sports feeds. This keeps the visitors engaged & informed.



## POINTERS

### HIGH-END TECHNOLOGY

AET used advanced LED technology, which is specifically designed for high brightness, contrast & energy efficiency.

### CUSTOMISED DESIGN

AET's team extensively collaborated with a group of technicians to display a unique gate-shaped LED Display.

### USER-FRIENDLY CONTENT MANAGEMENT SYSTEM

AET integrated an intuitive content management system, allowing seamless updates & scheduling of dynamic content.

### WEATHERPROOF ENCAPSULATION

The LED modules underwent a specialised encapsulation process to ensure durability against extreme weather conditions.

## CUSTOMER TESTIMONIAL

AET enhanced customers' socialisation in The Gate Mall with its top-notch LED Displays. This unique gate-shaped LED display has made place a centre of attraction.

