



## CASE STUDY

# Graham Farmer Freeway Digital Billboard

Exterior Digital Display

**Yap!.out**  
outdoor digital signage



# Graham Farmer Freeway Digital Billboard

## FREEWAY DIGITAL BILLBOARD

When it comes to jumbo-sized signage, JCDecaux's new billboard on the Graham Farmer Freeway is a massive addition to Perth's digital signage inventory. Here in the West, Main Roads authorised signage on major truck roads is in its relative infancy. This project definitely gives a fresh, new technology-led perspective when driving along the Graham Farmer Freeway through the CBD from west to east.

## BRILLIANT BILLBOARD!

In 2021 JCDecaux commissioned the Yap!digital team to install a new bridge billboard on Perth's major trunk road – the Graham Famer Freeway – which heads underneath Perth's CBD.

The installed sign is a 14380mm x 3360mm digital billboard fixed to the Victoria Park Drive overpass. The actual digital sign was fabricated and digital elements added at our factory. The large sign was fully commissioned before leaving for site to ensure compliance and avoid any issues one fixed in place.

Project management was the key to success to achieve the tight deadlines and traffic management requirements. In particular, the logistics of the night works installation called for precision planning.

## AN INSTALLATION MASTERPIECE

Initial challenges involved the methodology and design of the billboard fixings to the bridge structure.

High risk works involved drilling through the bridge to attach the billboard to the structure. Key to the success of this was to avoid compromising the structural integrity of the bridge! To mitigate risk, the bridge was 3D scanned and modelled prior to design and engineering work. Drilling and scanning works were carried out over 3 nights by subcontractors, overseen by our project manager on site.

Once the drill locations had been established on the model, a survey marked positions onto the bridge itself. A concrete scan was undertaken to assess the location of the re-enforcing steel in these locations and our designs altered to avoid drilling through the re-enforcing.

The installation required a total freeway shut-down with traffic rerouted during a 6½ hour 'night' window over 4 nights. Working to these tight schedules did not allow for any contingency.

The allowed time proved to be just sufficient as the install was completed on the very last night 20 mins before the freeway was due to be reopened.





## PROJECT SNAPSHOT

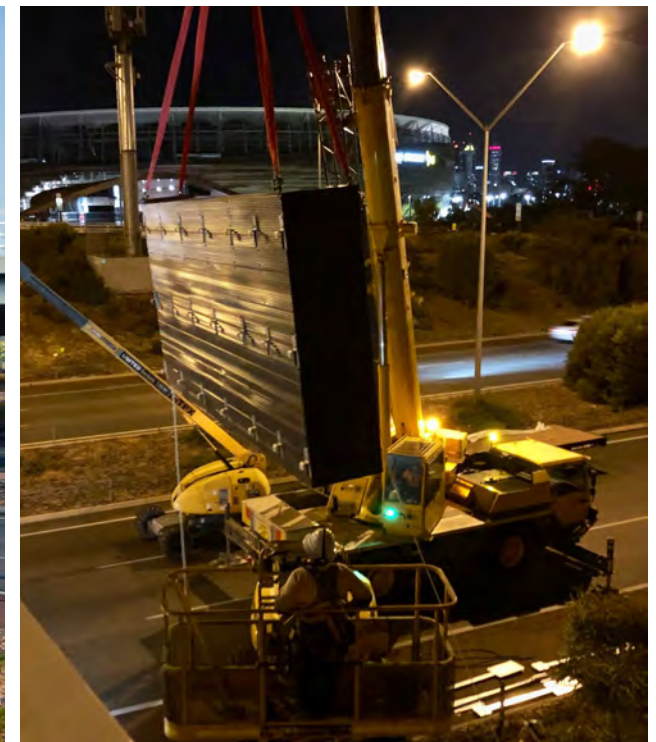
Project: Graham Farmer Freeway Digital Billboard  
Locations: Victoria Park Drive Overpass, Perth  
Environment: External  
Client: JCDecaux  
Date: 2021  
Features: Major digital billboard screen spanning  
14m x 3.3m

JCDecaux is the major OOH billboard provider in Perth with several high profile builds across the metro area. For more on their exciting portfolio across Australia visit <https://www.jcdecaux.com.au>

## MODERN TECHNICAL DIGITAL SOLUTIONS

Yap!digital were natural partner for JCDecaux on this project based on our track record in the west. Over the last 6 years we have become a long established partner specialising in major digital solutions, from design right through to installation. Our relationship relies on a full understanding from a technical and logistics perspective across all the complex aspects of the scope of works. With over 36 years' experience in creating and supplying innovative signage solutions across all industries, the Yap!digital team, backed by parent company Signs & Lines [www.signsandlines.com](http://www.signsandlines.com) is a logical choice.

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## TAKE YOUR SIGN MESSAGE TO THE NEXT LEVEL

We help customers select their style and design to create a wow factor. Take your messages to the next level! We can also turn your sign into a digital message center that gives you the ability to update your sign to advertise new promotions whenever you want.

Talk to one of the Yap!digital team today.

OurYap!digital team will also bring you their experience of static and digital signage solutions will ensure that your customers and users have an outstanding experience next time they visit you.



We're ready to start talking!  
Speak up now about your next project or idea.

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