



CASE STUDY

City of
Busselton

Exterior Digital Billboard



Yap!.out
outdoor digital signage

City of Busselton Digital Billboard

New Entry Digital Billboard

This case study features Yap!digital's recent work with the City of Busselton at the entry billboard to the township. It takes a look at how we worked to bring the City's vision to life through design, manufacture and install of a large scale LED digital billboard.

Growth and Opportunity

The City of Busselton had a static billboard already in the location but were seeking an opportunity to expand into digital signage. Digital Signage offers a more instant and versatile way of communicating with locals and visitors to the very popular south-west region of WA.

Project Snapshot

Project:	Digital Billboard Entry Statement
Locations:	Bussell Highway, Busselton, WA
Environment:	External Signage
Client:	City of Busselton
Date:	March 2023
Features:	Custom designed P10 digital billboard including turnkey delivery of design, manufacture and installation..

One Stop Shop - Turnkey Delivery

Yap!digital was awarded the tender by City of Busselton to create a design proposal and delivery of the new digital billboard at the southbound entry to the town.

The single sided LED billboard screen measured 3840 (h) by 11,520 (w) with P10 rear serviced modules supplied and commissioned. Integral to the turnkey solution was a number of key elements of project delivery:-

1. Approvals & Council Building Permit - including noise management plan
2. Engineered certified shop drawings drawn by our in-house team
3. Manufacture of metal housing framework - surface treatment hot dipped galvanised made out of hollow sections, hot-rolled plates, floorplates and slabs to Australian Standards
4. Removal of existing structure including traffic management and hiab
5. Demolition, earthworks and site compaction (including compaction certificate)
6. Concrete footings and engineering certification
7. OSH Plan and Safety Audits
8. QA including Quality Management Plan and Inspection Test Plans
9. Site establishment, mobilisation and demobilisation
10. Supply of media player and software
11. Supply of router and Windows PC
12. Lockable IP65 rated air conditioner
13. Transportation to site including transport cradles
14. Traffic management plan and controllers
15. Installation of screen on site using a hiab to lift into place and modules placed in situ.
16. Software training
17. Testing and commissioning





Making The Magic Happen

The project management team was key to ensuring all the design elements and the manufacturing was performed to spec and timeline. The steelwork was completed in-house by our fabricators. The P10 modules were fitted in advance at our factory to ensure a perfect fit, prior to being dismantled and transported to site over 2 hours away on a low loader.

Install Challenges

We all know that every project has its challenges and this project was no exception. Luckily our team loves a good challenge and have the expertise to tackle whatever is thrown at us.

During the installation process, the strictest OHSE processes were followed to take into consideration the public interferences and safety risks. Our team followed a project specific pedestrian management plan which allowed us to install the works without a hitch and with minimal impact on the public.

Our Service Promise

As a professional outfit, we take great pride in our customer service. All engagements with digital signage projects are built using innovation and a genuine desire to provide outstanding results. Our people are signage experts, with a depth and breadth of experience across design, signs, electrical, engineering, cabinet making, fabrication and marketing backgrounds.

Need More Than Just Signage

Our team offers a number of additional services that will help with your signage.

- Design Concepts: Maybe a wayfinding strategy or conceptual drawings for a new building or precinct. Let us create your next project.
- Audits: Full or partial audits of indoor or outdoor facilities. Is your signage working well? Let us give you the full story.

- Aftercare & Maintenance: Servicing or maintenance requirements with photos. Our technology solution will provide a detailed status.
- Repairs: Fix or repair existing signage. Plus a detailed report outlining signage issues & recommended fixes.

The Final Wrap

The team will give you a non-biased recommendations and gear your digital signage to the future. Our experience of static and digital signage solutions will ensure that you receive our trademark outstanding experience.

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



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 **Yap!digital**
interactive signage that speaks