

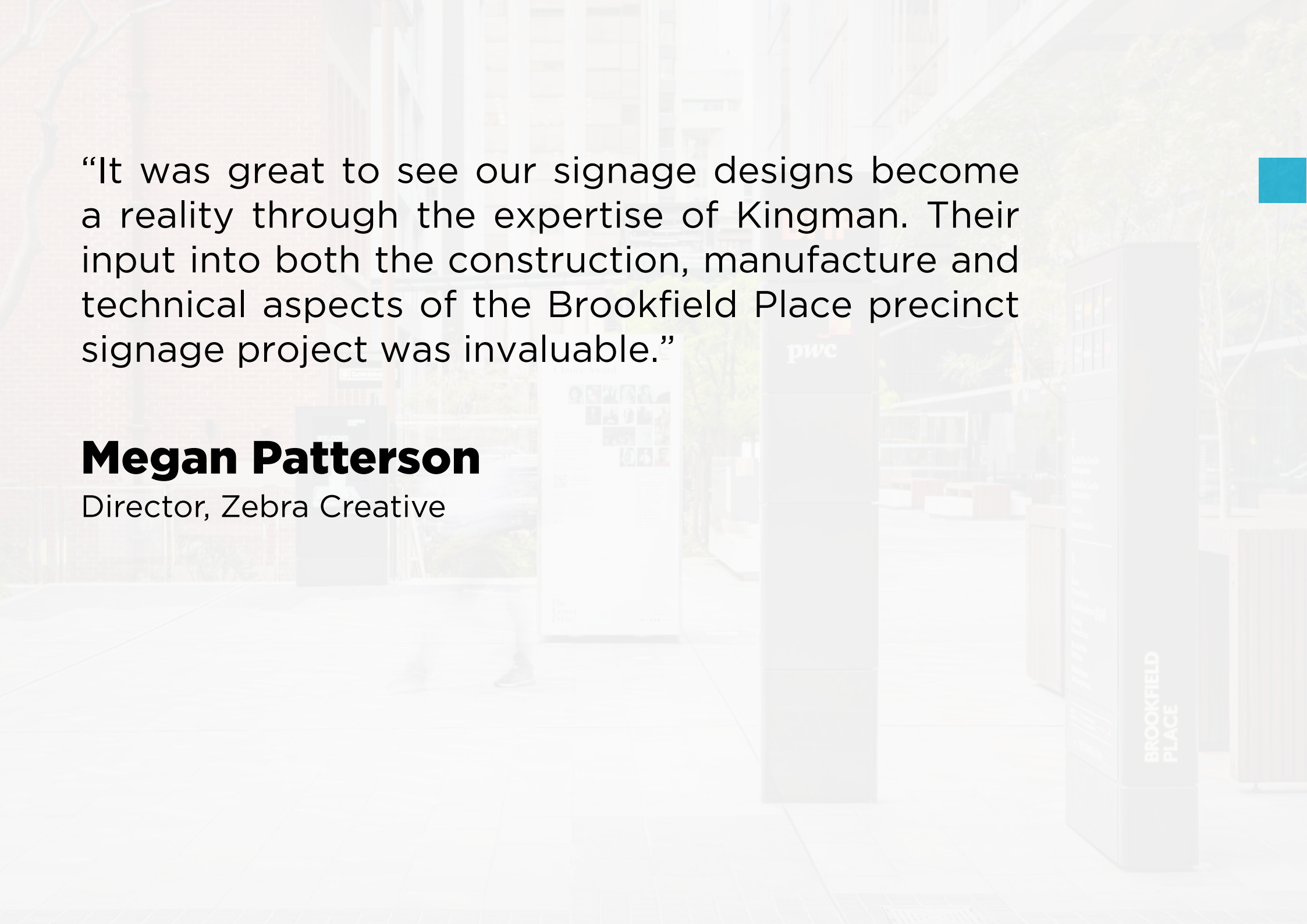


**KINGMAN
GROUP**

Brookfield Place Perth
Digital Signage Project

CASE STUDY

www.kingman.com.au
450 Victoria Rd, Malaga WA 6090



“It was great to see our signage designs become a reality through the expertise of Kingman. Their input into both the construction, manufacture and technical aspects of the Brookfield Place precinct signage project was invaluable.”

Megan Patterson

Director, Zebra Creative

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Introduction

Back in 2019, Kingman was awarded the Digital and Wayfinding signage contract for Brookfield Properties, for the exciting redevelopment of Brookfield Place in Perth's CBD. Initially this contract was for the exterior totems to hold the Digital Screens, which is something we are known for. Over months of conversation, the contract was extended to include the Digital Screens and Media Players, as well as the Custom Interactive Content on the Touch Screens themselves.

The scope of the project grew larger in scale and operation, combining our Digital as well as Core Signage expertise. Kingman were more than confident in our capability of delivering the predicted scope of work on time and on budget for our valued client Brookfield Properties, and are grateful to have been given the opportunity to showcase our Digital expertise.

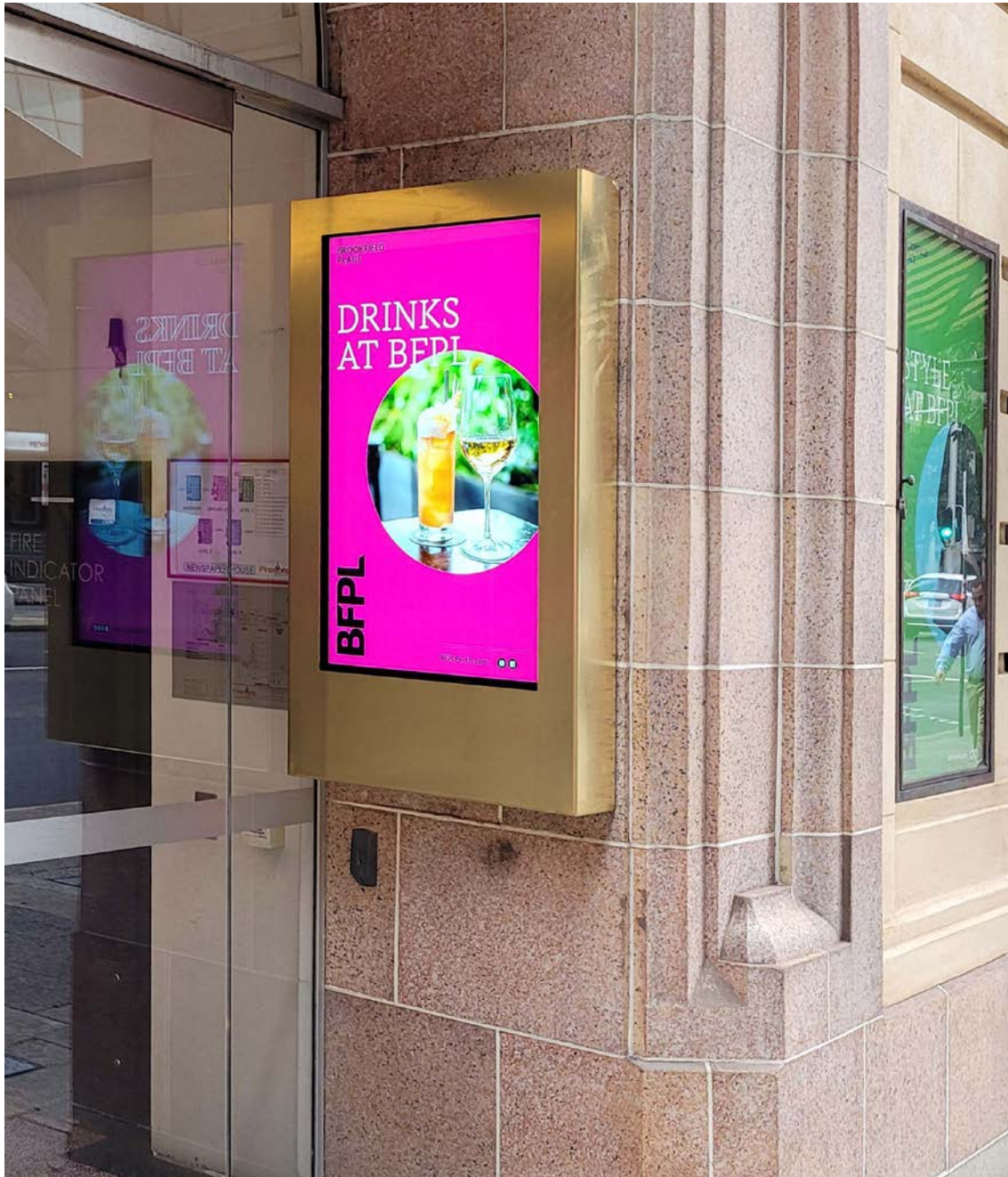


Above, images from the Kingman factory.

Behind the scenes

Sign types throughout the project:

- Aluminium fabricated logos, internally illuminated with LED's and Opal acrylic applied to the face
- Internal and external Statutory signage
- Directional wayfinding signage package - construct and install
- External building directional totems including Digital Screens & Media Players
- Digital Content & Custom Interactive Touch Screen design



Collaborating closely with Zebra Creative, Kingman were working behind The Scenes on the Digital Content for this project for over a year during which time the Kingman factory saw a steady stream of no less than 17 screens moving out of our factory and installed on St. George's Terrace at Brookfield Place Perth.

Client

- Brookfield Properties

Partners

- Zebra Creative
- Williams Electrical
- KWIK Logistics
- Savills





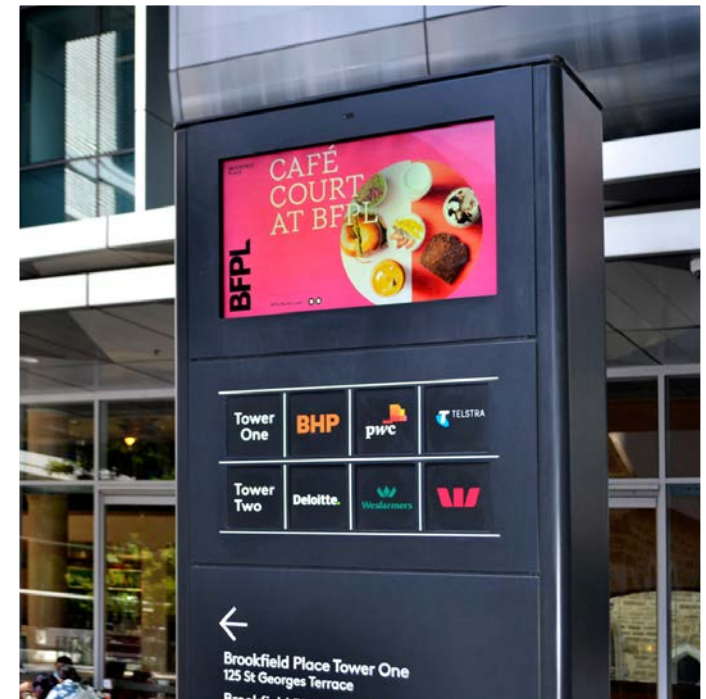
Wayfinding & Statutory Signs

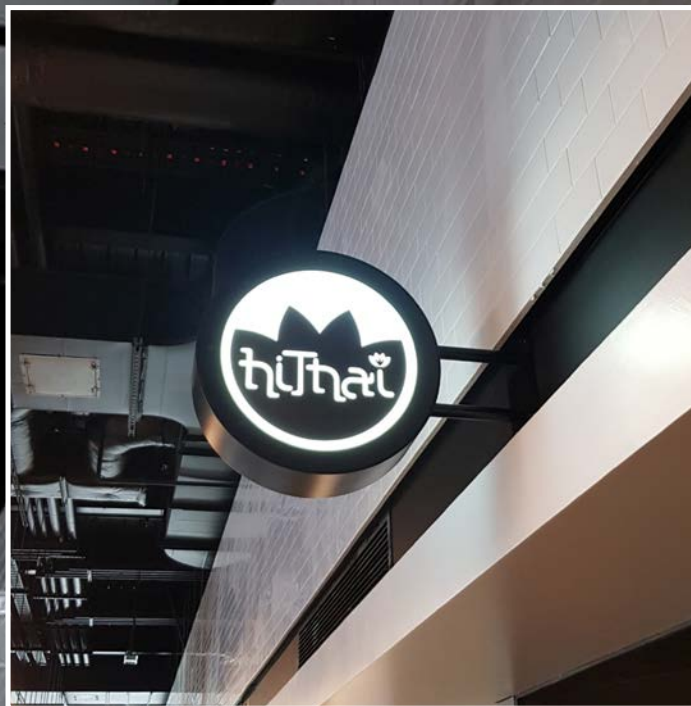
Along with the entire internal and external Wayfinding Package across the Brookfield Complex and car park, we also completed the renovation of Brookfield Place's Café Outlet.

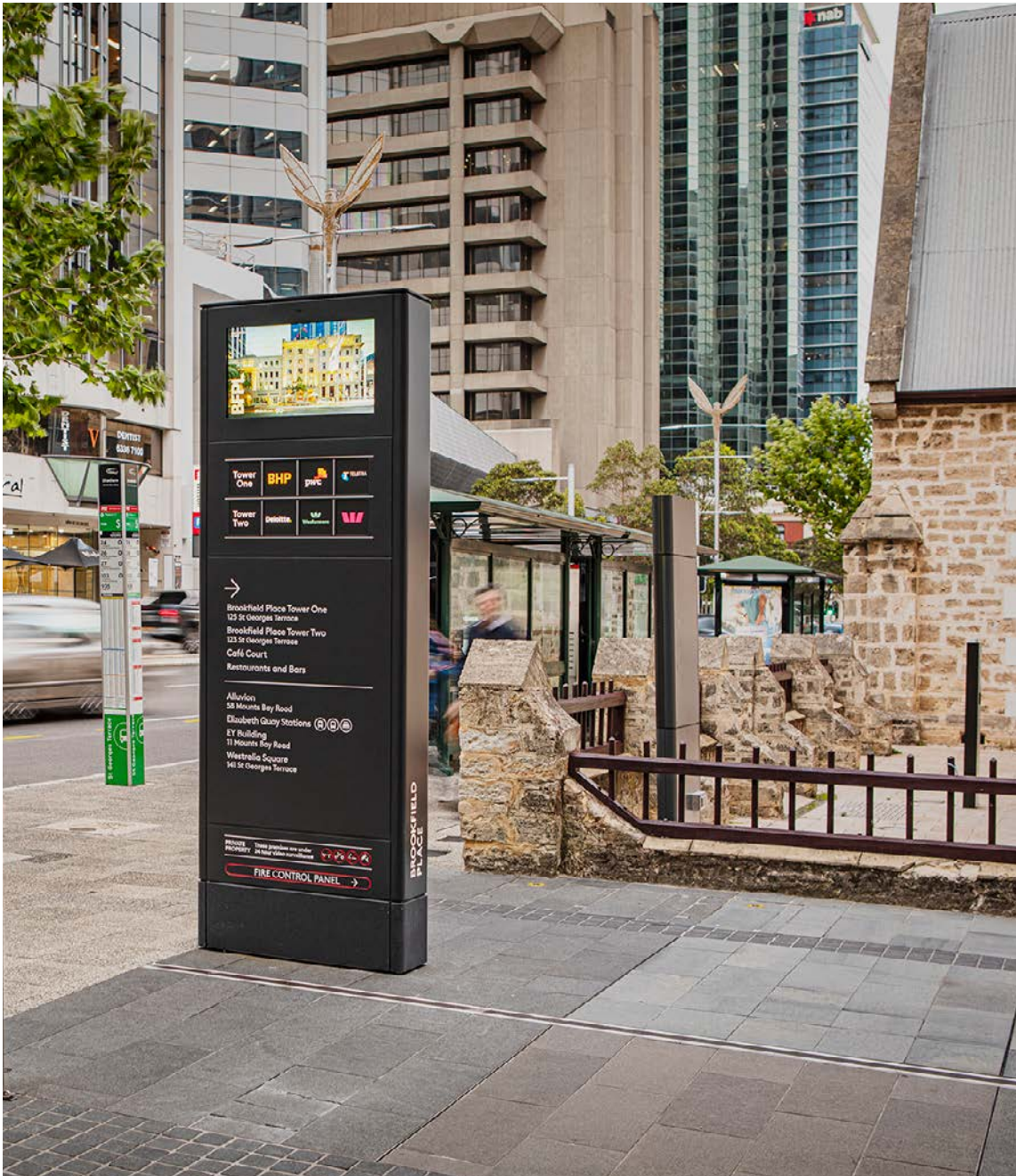
The Brookfield Café Outlet has been redone with matching Statutory Signs above each restaurant or cafe with their logo in front of an internal LED screen.

This included Static Monoliths on the exterior of Brookfield Place, totem poles and more.

The side panels and wayfinding on the totems are engraved. These are completed with cut through and illuminated two pac painted text or shapes on the aluminium panels giving each totem and piece of information a strong and unique look.



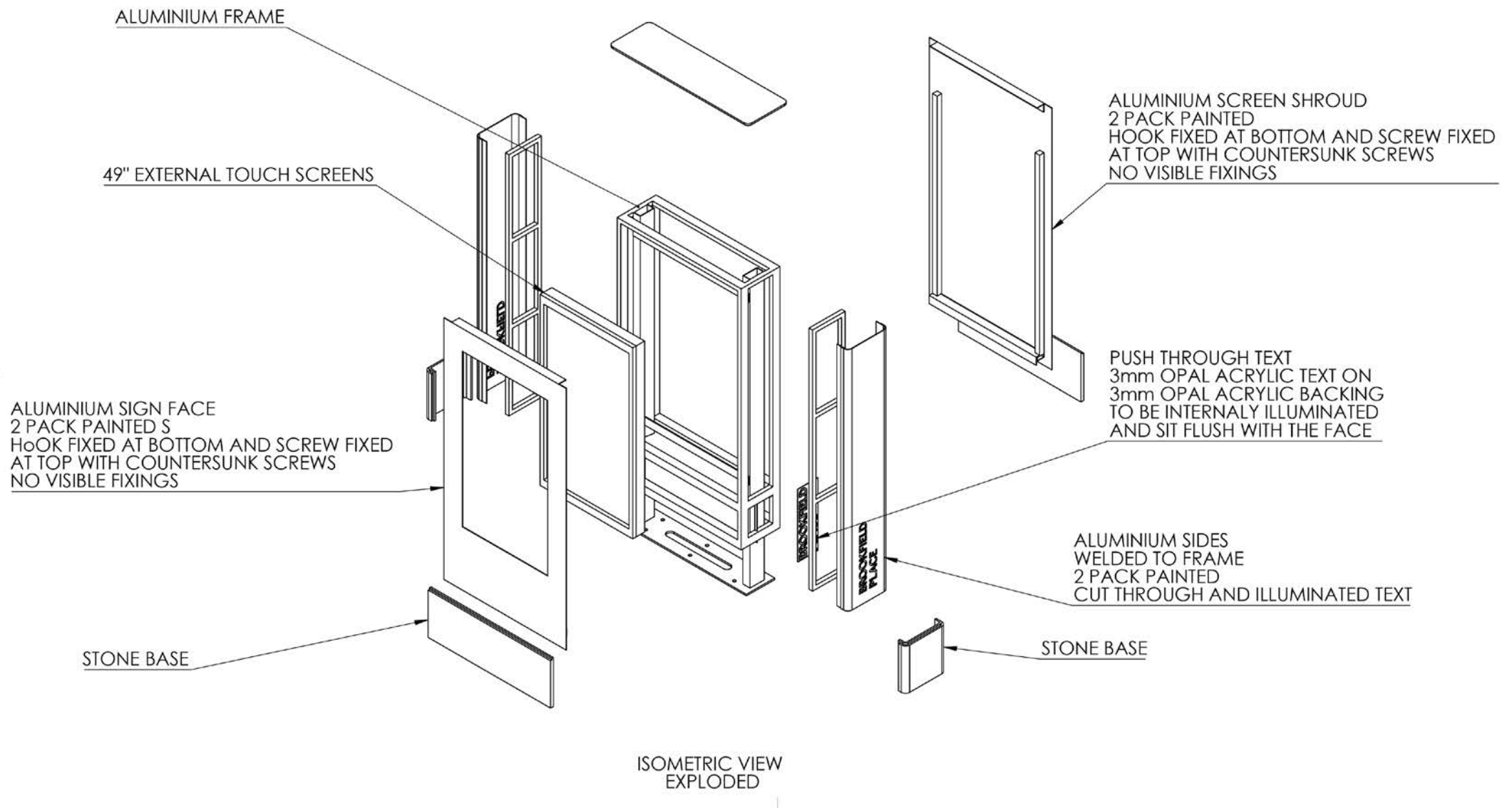




Exterior Screen Totem

Interactive touch screens are more commonly found inside, due to the damaging potential of the outdoors. This meant we had to find screens that would be durable enough to withstand the outdoors.

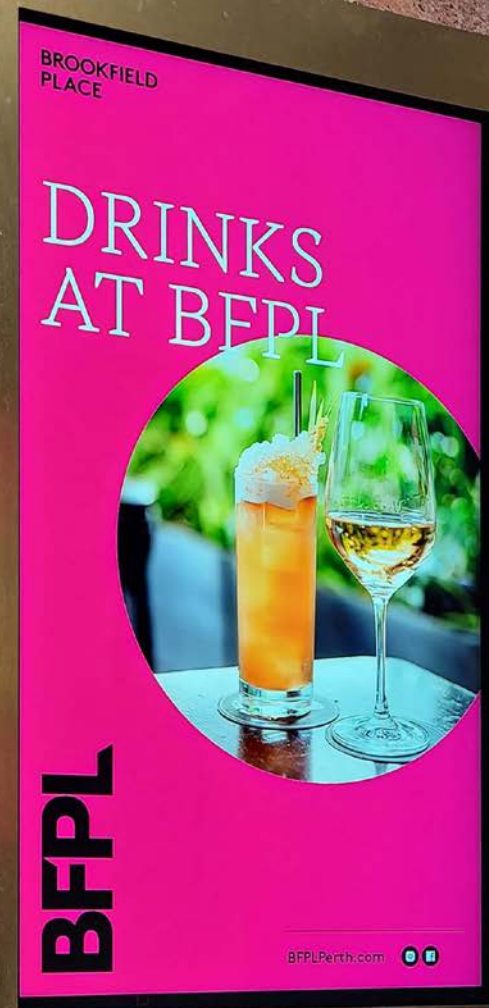
The screens needed to be All Weather capable, equipped with an intelligent cooling and heating system with the ability to withstand weather from -30 to +50 degrees Celcius. Additionally, these screens are sunlight readable and Anti Vandal protected using a bonding technique improving its durability from outside damage.





Internal Digital Screens & Media

Our screen & media package included a display controller (Digital Signage Player), a Media Player and 4G Modem including hardware and commissioning, as well as installation, training and support.



city

BROOKFIELD
PLACE

RETAIL
AT BFPL

BFPL

BFPLPerth.com.au

BROOKFIELD
PLACE

Curtin University

LAFAYETTE



Brookfield Place Tower One
125 St Georges Terrace

Brookfield Place Tower Two
123 St Georges Terrace

Café Court

Childcare

Fitness Club

Print Hall

Restaurants and Bars

St Georges Terrace



Alluvion
58 Mounts Bay Road

Westralia Square
141 St Georges Terrace

BROOKFIELD
PLACE

PRIVATE
PROPERTY

These premises are under
24 hour video surveillance



BROOKFIELD
PLACE



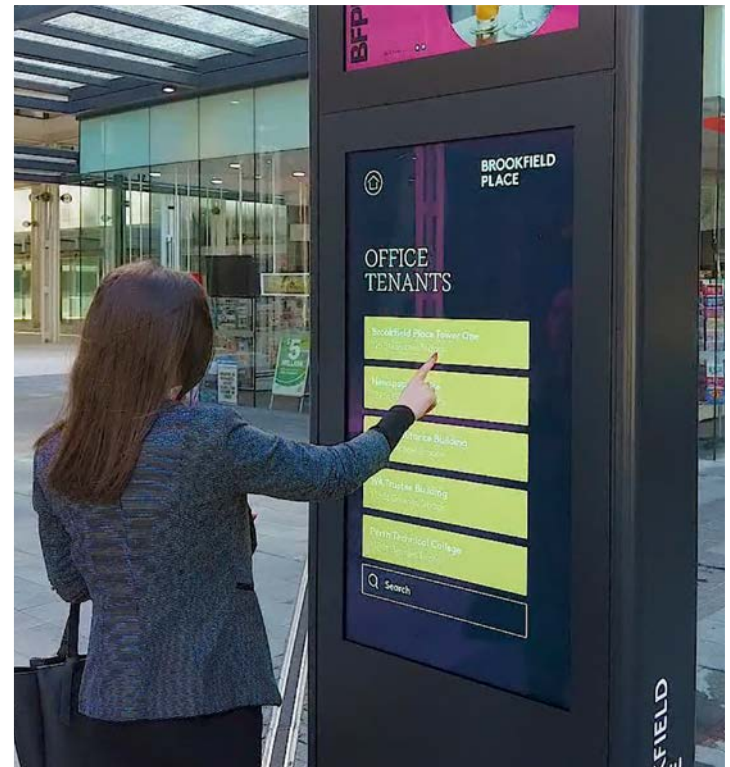


Interactive Touch Screen

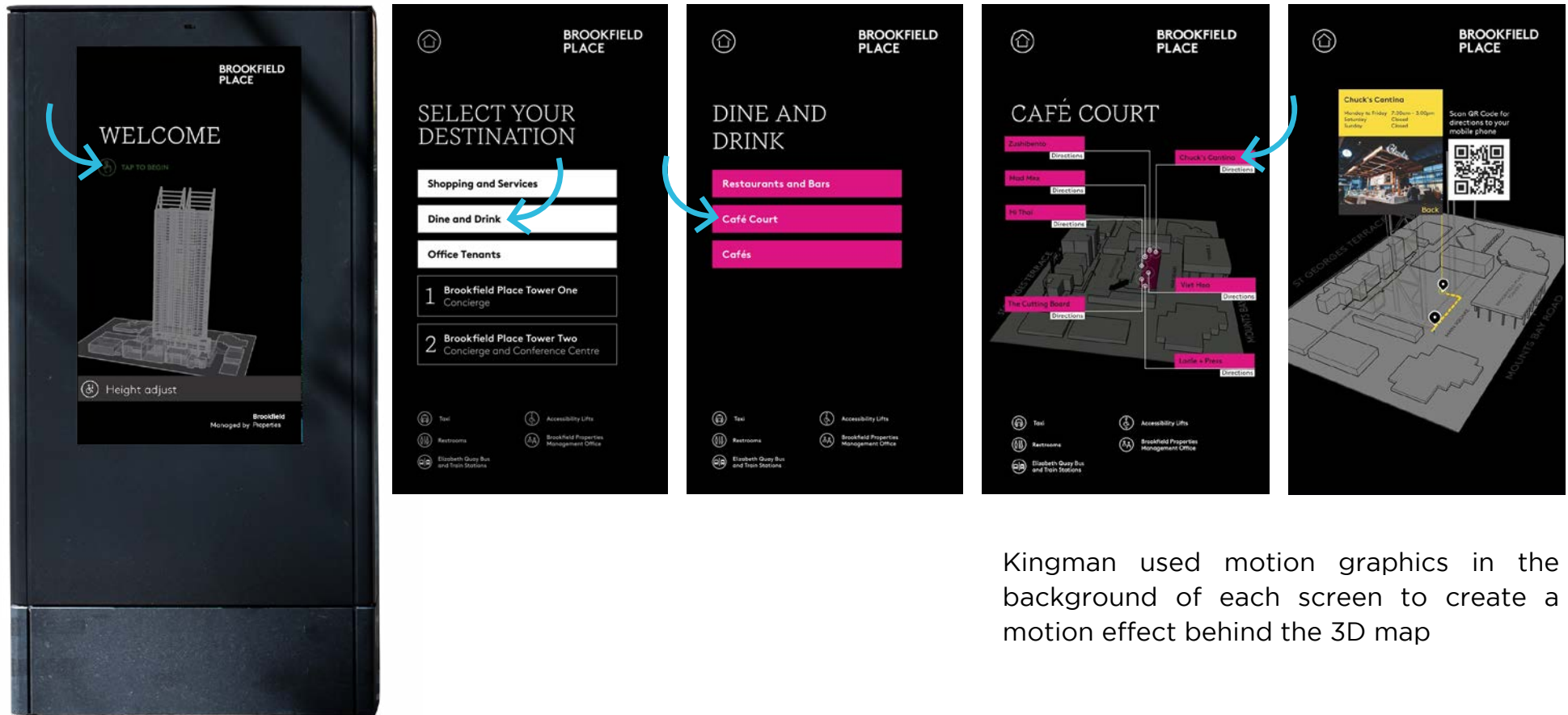
Collaborating with Zebra Creative, we were able to design and create Brookfield's digital wayfinding solution making sure to adhere to all Brand Guidelines and produce impressive state-of-the-art custom and interactive Touch Screens.

Our content package included:

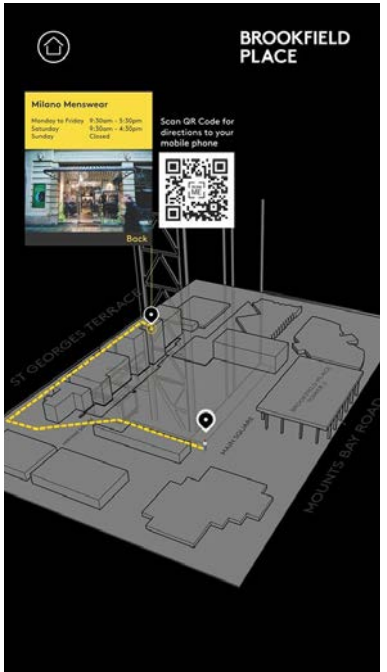
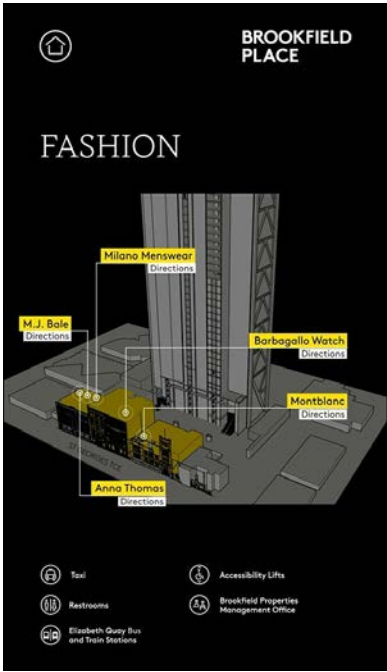
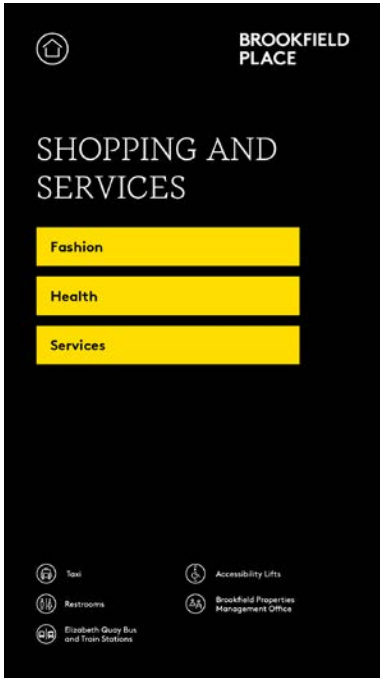
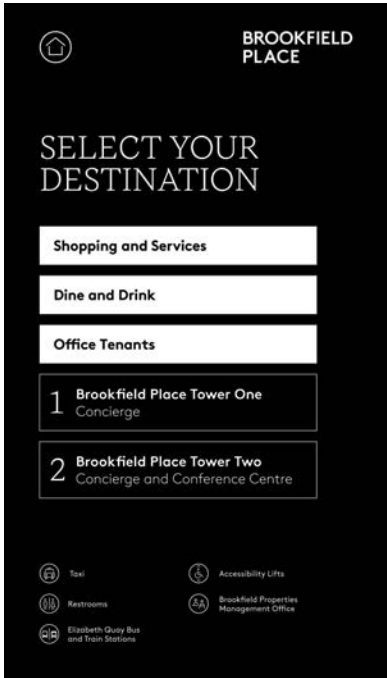
- Custom Theme/Design + Application
- Map Creation
- Population of initial set of POI items & setup of paths
- Quality assurance & testing
- Comprehensive training of Brookfield staff



Home screen to Chuck's Cantina



Kingman used motion graphics in the background of each screen to create a motion effect behind the 3D map



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