

Primary Colours reveals new full-colour LED video screen

Digital display services company Primary Colours has unveiled South Africa's first smart lighting architectural LED video screen. The LED screen was installed on the Rosebank Link building.

It was built in collaboration with Paragon Architects and Redefine Properties and it has HD 720 resolution and the ability to display 16 million colours, the complete screen measures 18m wide and 7m high (1,728 pixels wide x 745 pixels high).

The newly installed screen is the country's largest operational example of a strip screen display.

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