

# THREE SIDED CURVED DISPLAY

“ Media Resources built and installed one of the largest single screen LED displays in Canada. This massive LED display is a stunning three sided curved display that measures 26 feet high and over 188 feet long. The screen can be seen atop the future flagship location of Shoppers Drug Mart at Yonge and Dundas Square in Toronto, Ontario. The project included building a new steel support structure on the heritage building, fabrication of the LED display at the Media Resources headquarters in Oakville, Ontario and installing the display.

Kevin Martens, Director of Construction with Astral Out of Home says, “We selected Media Resources as we felt they were the best company to take the project from concept to completion. We worked with them hand in hand on the design, through to the final installation. We are delighted with the end result, and the display thus far is exceeding our expectations for both visual quality and performance.”

Prior to this LED display, Media Resources also built and installed another of the largest LED displays in Canada at the Fallsview Casino in Niagara Falls. The Fallsview sign is 4500 sq. ft, 3 sided with full motion LED displays and measures up at 130 feet tall by 20 feet wide.

The Yonge and Dundas Digital LED Roof-scape uses a 10mm SMD product having almost 4.7 million pixels and provides advertisers with the ability to display video as well as static images.”

