SPECIAL*FX*
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Merlyn "Halos" put Decaux clients in Heaven

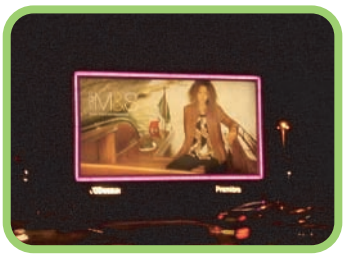
Merlyn Electronics, the specialist technology partner of JCDecaux UK completed the installation of ten bespoke lighting displays on roadside billboards in London in November 07.

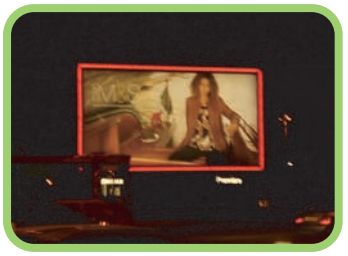
Latest LED technology

Each display uses the latest LED lighting technology and has been purpose built to provide a shimmering and dramatic halo of light around the poster. The display has a computer controller which manages the LED lights which can be programmed to display any one of a million colour shades to complement the clients creative.

The combination of ultra bright LED lamps and a special light diffuser creates a brilliant effect that reinforces the JCDecaux brand and enhances the creative with a rich colourful frame.

The Halo is the result of several months of development for Merlyn who have worked alongside the Innovate and Operations departments at JCDecaux UK to deliver a complete solution. The display will maximise the impact of the Decaux offering and sustain the companies position as the leader in outdoor innovation across Europe.





Ideal large format offering

Merlyn is proud to be associated with this project as Ian Kay, Head of Sales at the company explained. "We have a long track record of success working with JCDecaux in the UK and Europe. We are best known for our work with digital networks and special effects in small format locations. However, Merlyn has grown it's business in 2007 through acquisition and we now have a specialist LED lighting division. This has enabled us to work more closely with the Decaux large format estate were we have been able to design and build state of the art lighting displays. The Halo system is the first of what we hope will be a number of specialist projects for Decaux using cutting edge LED technology".

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