LUMIVISTA TECHNOLOGIES
C/15, Jaybhawani Market, Sector-4,
Near Union Bank of India, Airoli,
Navi Mumbai 400708

CASE STUDY

Jade Arena, Matunga East, Mumbai

Custom-Designed Active LED Entrance Display for a Premium Commercial Complex



Project Overview

Jade Arena is a premium commercial development in Matunga East, Mumbai. To engage walk-in visitors from the moment they arrive, Lumivista Technologies installed a wall-mounted Active LED display at the main entrance.

The screen presents commercial advertisements, visitor information and updates on ongoing projects, giving the property a modern and dynamic point of communication at its first touchpoint.

Project Objectives

- Reach walk-in customers with ads and information at the entrance.
- Promote ongoing projects and tenant brands in one place.
- Complement the premium interior rather than stand out as an add-on.

Entrance	3.15 × 6.3 ft	P2.5	384 × 768 px
Wall-mounted, portrait	Display size (approx. 960 × 1920 mm)	Pixel pitch	Resolution

Key Considerations

An entrance display in a premium property has to do more than show content. It had to meet several practical and design requirements:

- **Replacing static communication:** printed boards and standees are slow to update and cannot rotate multiple advertisers or projects, which limits what a commercial complex can promote at its entrance.
- **Matching the interior:** the entrance features stone cladding, metallic accents and a fluted wall. A standard off-the-shelf screen would have clashed with this finish.
- **Clean, concealed installation:** power and data cabling needed to be routed behind the wall so that no wiring was visible to visitors.
- **Legibility for passing visitors:** content needed to remain sharp and readable at close range, while being bright enough to stand out against the entrance lighting.

The Solution

Lumivista supplied a **P2.5 Active LED display** of **3.15 ft × 6.3 ft** in a portrait orientation, suited to the entrance wall. The fine pixel pitch keeps logos, text and imagery crisp for visitors who view the screen from nearby. The display was mounted on the wall with a **customised frame and finish** designed to follow the lines and colour of the surrounding fluted wall, so the screen sits naturally within the interior.

Installation

The wall was prepared with a backing board and cable provision, followed by fabrication and fitting of the custom frame. Cabling and power were then connected, and the display was commissioned with live content.

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1. Wall prepared with backing board and cable provision



2. Custom frame fitted and cabling in progress

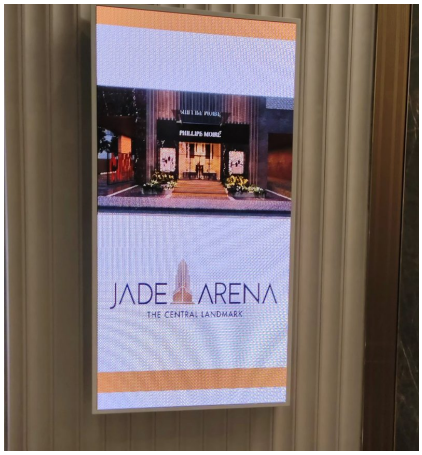
Live Content at the Entrance



Tenant advertisement



Tenant branding with location details



Project and brand showcase

The Outcome

The Active LED display has given Jade Arena a polished, high-impact entrance feature. Walk-in customers are greeted with bright, clear visuals, and management can present advertisements, tenant information and ongoing projects on a single screen, with content updated as needed. The customised finish keeps the installation consistent with the premium look of the property.

Lumivista Technologies | Active LED Displays for commercial spaces, institutions and enterprises.

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