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

CASE STUDY

Sheesham Street, Tikuji-ni-wadi, Thane

High-Brightness P4 Active LED Display for a Corner Showroom Facade



P4	2240 × 1760 mm	Up to 5000 nits	560 × 440 px
Pixel pitch	Custom size (7.35 × 5.77 ft)	Brightness	Resolution

Project Overview

Sheesham Street is a showroom in Tikuji-ni-wadi, Thane, offering carpets, furnishings and home décor. Located at a busy road junction, its corner frontage is seen by a constant flow of vehicles and pedestrians. Lumivista Technologies installed a custom-sized Active LED display in the first-floor window bay to turn this prime frontage into a high-impact advertising point for the brand.

The Challenge

A display facing a busy street through a glass facade has to overcome conditions that an indoor screen never faces:

- **Daylight and glare:** bright sunlight and reflections off the glass wash out standard displays, making content hard to read from the road.
- **Viewing from a distance:** most viewers are passing traffic and pedestrians, so content must be readable and attention-grabbing from farther away.
- **A non-standard opening:** the window bay did not suit off-the-shelf screen sizes, and the display had to look integrated with the facade.
- **Heat and serviceability:** a high-brightness screen behind glass needs proper ventilation and safe access for maintenance.

Ph: +91 98929 86601 | +91 88501 57360
sales@lumivistatechnologies.com | lumivista.tech@gmail.com
www.lumivistatechnologies.com

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

The Solution

Lumivista designed a **P4 Active LED display** in a custom size of **2240 mm × 1760 mm**, built to the exact dimensions of the window bay. With brightness of **up to 5000 nits**, the display stays vivid and legible in daylight, while the P4 pixel pitch suits street-level viewing distances. The cabinets are powder-coated white, ventilated and fitted with lockable service doors, mounted on a steel support structure so the screen sits flush within the window opening.

Installation

The team inspected the window bay, fabricated the steel support structure and fixed it in position. The LED cabinets were then assembled, levelled and connected to the power and control systems, and the display was commissioned with live content.



1. Window bay before installation



2. Steel structure and first cabinet in position



3. Cabinets assembled and aligned on the structure



4. Control cards and wiring set up inside the cabinets



The Outcome

The display has become the focal point of the showroom's corner frontage. Bright, high-contrast visuals now stand out against daylight and reach passing traffic and pedestrians from the street, improving the showroom's visibility and drawing more customers through its doors.

Because content can be changed at any time, Sheesham Street can promote new collections, seasonal offers and festive campaigns without printing new hoardings.

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

Ph: +91 98929 86601 | +91 88501 57360
sales@lumivistatechnologies.com | lumivista.tech@gmail.com
www.lumivistatechnologies.com