

Welcome to the creative world of PixelRange

## 80 PixelBricks light UK's tallest purpose-built advertising structure

JCDecaux recently unveiled a brand new London advertising landmark, exclusively designed by award-winning architects Foster and Partners.

The M4 Tower, which is the first of its kind, is set to become a reference point for the city's travellers and commuters. And in a first for outdoor advertising, the structure is almost entirely made from special glass housing LEDs.

80 PixelBricks are meticulously positioned inside the tower creating stunning full spectrum colour washes for all to see. These compact high powered units are perfect for projects of this nature as they generate little heat, run silently and consume very little power making them ideal for around the clock operation.

Lawrence Haines, Managing Director large format, JCDecaux commented: "The PixelBrick fixtures satisfied the technical design brief and have brought the M4 Tower to life. Like the structure, its lighting is state-of-the-art and adds real impact."

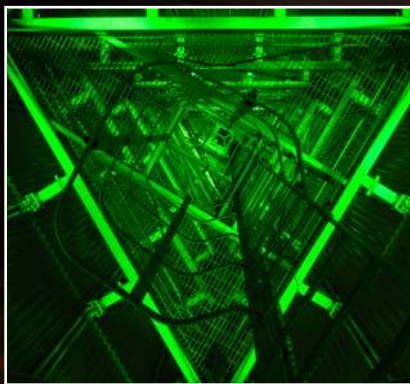
A unique feature of the Tower is its ability to transmit the light from the LEDs throughout the entire glass structure as a result of lines etched into each glass panel. Advanced computer technology also allows the structure to adopt any colour to meet the

specific branding needs of clients, adding additional impact.

The Tower is the height of a seven-storey building, making it the tallest purpose-built advertising structure in the UK and an impressive addition to London's skyline.

Located in a prime position on the M4, the gateway road from Heathrow to the centre of London, the giant 50m<sup>2</sup> backlit panels facing in both directions will deliver 1,630,000 consumers every week (source: DETR).

The PixelBricks were supplied by Stage Electrics.



Photographs courtesy of JCDecaux

## Editor's comments!

Phew! What a start to the year it's been, we have a fabulous new brochure, a new advertising campaign and a new website on the way. Please contact us if you would like some brochures and we will be happy to send you some for your own use.

It's also the beginning of exhibition fever - SIEL in Paris (see review) has already taken place and we are now preparing for both Prolight & Sound in Frankfurt and SIB in Rimini! It would be great to see some of you there, so don't hesitate to come and say hello. And don't forget to keep sending in your project photos - it's always nice to see what's happening in the PixelRange world!

See you next month.  
jane@pixelrange.co.uk



Jane Monk

## SIEL 2006

French distributor Sonoss designed a fabulous colourful exhibit at this year's SIEL show in Paris. Mainly lit with PixelLine 1044s and 110s - the stand proved quite a crowd pleaser - with the PixelBrick being the main attraction! The lighting was effortlessly controlled wirelessly via a laptop running PixelDrive. And special thanks to Sonoss for all their hard work in making this a great show!



## Oh yes it is!

### Coronation Street Panto

On Boxing Day, 28 PixelLine 1044s were used on the Granada TV production of the Coronation Street Pantomime. The show featured the soap's stars in the first ever all-star Corrie pantomime - an hour long special - in which the actors play characters from a number of different pantomimes.

The script begins as Cinderella, but descends into panto-anarchy as other characters from other pantos - break in to combine a selection of panto favourites rolled into one. The result is crammed with songs, special effects and even a spot of tap dancing!

The lighting director was Chris Chisnall, who regularly lights the Street. There were

six individual sets in the studio - including the Palace Ballroom and the Panto Street.

In the Panto Street the PixelLine 1044s were positioned on the floor, uplighting the scenery to suit the ever changing mood of the performance. Whilst in the Palace Ballroom, more 1044s were mounted vertically hidden inside half pillars. This enabled the set to be beautifully colour washed from all angles - and also adding some pizzazz to the big dance numbers!

Lighting operator Taras Kochan



Photograph courtesy of Stageteq

commented: "PixelLines are a very versatile fixture. They provide the ability to both colourwash and produce stunning effects from one source." All the lighting was controlled via Compulite Vector desks.

for further information visit: [www.pixelrange.co.uk](http://www.pixelrange.co.uk)  
or email: [sales@pixelrange.co.uk](mailto:sales@pixelrange.co.uk) • telephone: +44 (0)1905 363600  
Design [www.dna.tc](http://www.dna.tc)

