



DYNAMO LED PLINTH WITH GLASS ENCLOSURE • 320 × 960 MM PER FACE • 1.25 TO 2.5 MM

Four screens. One product. Seen from every side.

A free-standing LED plinth with a video face on each of its four sides, 320 × 960 mm per face, and a clear glass enclosure on top for the product itself. Five pixel pitches from 1.25 mm to 2.5 mm, optional wheels, cylindrical and custom-size versions to order. For malls, stores, exhibition stands and launches.

DYNAMO LED DISPLAYS • LONDON • DUBAI • OXFORDSHIRE



Illustrative render of the product. Not a Dynamo project.

A screen with no back, and the product on top.

The Dynamo LED Plinth with Glass Enclosure is a square LED plinth with a video face on every side, a 4-sided LED display. Each face is 320 mm wide and 960 mm high; the four faces meet at the corners, so the picture carries round and there is no direction a shopper can approach from without seeing it. Together the four faces give 1,280 × 960 mm of LED around a 320 × 320 mm plan.

On top sits a clear glass enclosure. The product goes in the enclosure: a shoe, a fragrance, a watch, a handset, a limited edition. The item is seen from every side, and the screens around it carry the film, the colourways, the price or the story behind it.

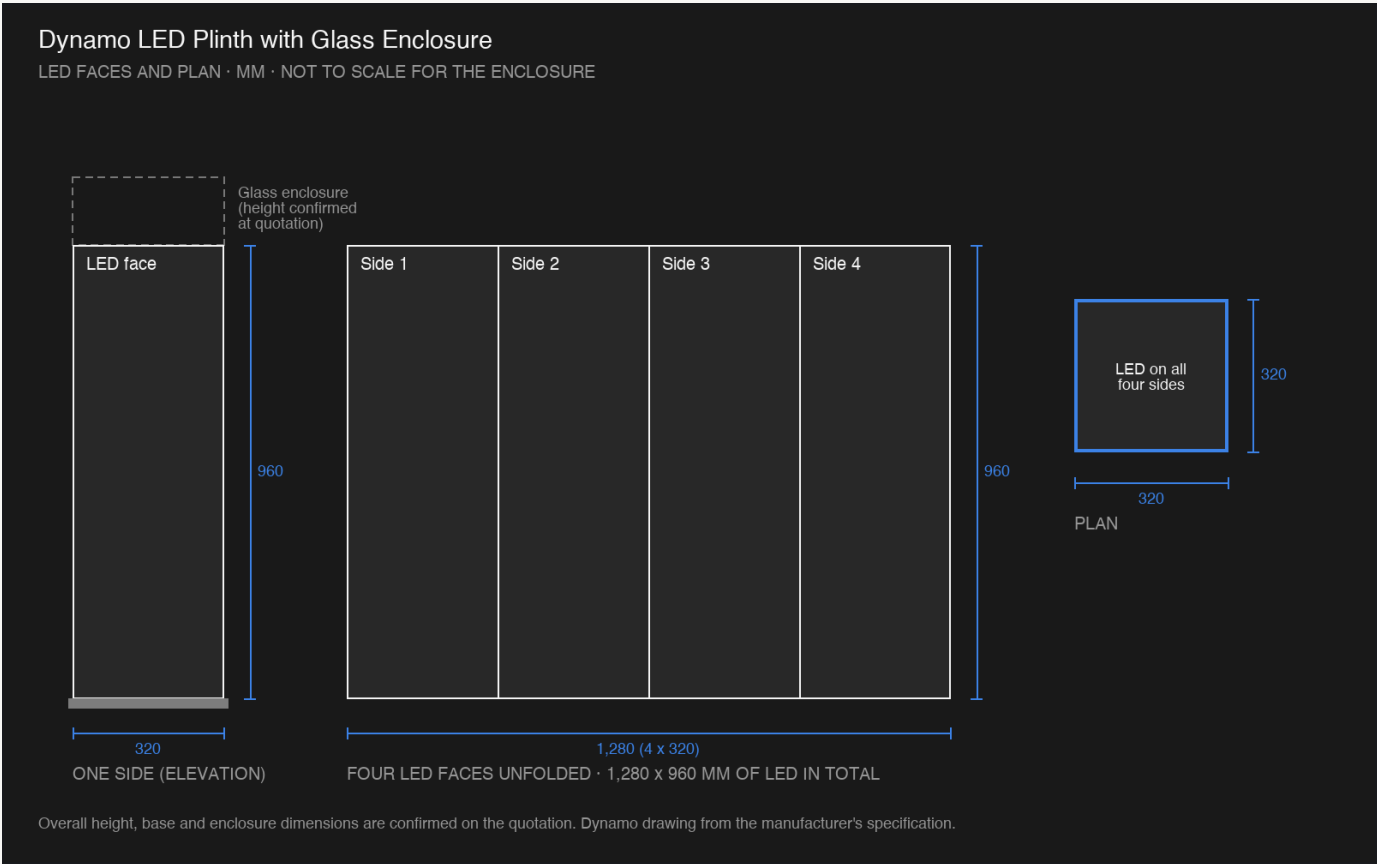
Five indoor pixel pitches are offered, from 1.25 mm for a unit people walk right up to, to 2.5 mm for a mall concourse. Brightness is adjustable between 800 and 1,200 cd/m², the viewing angle is 160° both ways and the refresh rate is 3,840 Hz or higher.

The plinth is modular, which keeps installation and maintenance simple, and it is delivered plug and play. Wheels are optional: with them the plinth is rolled to wherever the promotion is this week; without them it is fixed in place.

A screen on its own competes with every other screen in the mall. A product on its own is a shelf. Together, the shopper gets the thing itself with the campaign wrapped round it.

360°

LED on all four sides of the plinth, 320 × 960 mm each: 1,280 × 960 mm of display beneath the product in the enclosure.



Each LED face 320 × 960 mm; four faces 1,280 × 960 mm in total; 320 × 320 mm plan. Enclosure and overall height are confirmed at quotation. Dynamo drawing.

THE GLASS ENCLOSURE



THE PLINTH



Left: the clear glass enclosure on top of the LED plinth. Right: the plinth on its base. Illustrative renders, not Dynamo projects.

Put the product in. Wrap the story round it.

01 · THE PRODUCT	A real item in a clear glass enclosure on top of the plinth, visible from every side. Footwear at a launch, a fragrance at the counter, a handset in a brand store, a watch on a stand, a limited edition at a merchandise desk.
02 · THE SCREENS	Four LED faces carry the film, the colourways, the offer. Content is changed as often as the product is; the same plinth does the next launch.
03 · PLUG AND PLAY	Delivered ready to run. Tell us whether the plinth loops a stored playlist on its own or follows a live source, and whether several units are updated from one place, and the player is specified with the quotation.
04 · MOVE IT	With the optional wheels, the plinth is rolled to the atrium for the launch and back to the store front afterwards. Without them, it is fixed in place.
05 · MAINTAIN IT	Modular construction for installation and maintenance. Mains 100 to 240 V AC, 50/60 Hz.

- TO ORDER
- CYLINDRICAL AND ROUND VERSIONS
 - CUSTOM SIZES AND PANEL OPTIONS
 - YOUR LOGO AND GRAPHICS ON THE PLINTH
 - CLUSTERS OF UNITS AT DIFFERENT HEIGHTS, QUOTED INDIVIDUALLY



The plinth with the glass enclosure and content on all four faces. Illustrative render, not a Dynamo project.

800 to 1,200

cd/m², adjustable: enough to hold its own under mall lighting without glaring in a boutique.

Where the footfall is, not where the wall is.

SHOPPING MALLS	A concourse unit seen from every direction of foot traffic. Moved to the atrium for a launch, back to the store front afterwards.
RETAIL AND BRAND STORES	The hero product at the entrance or the counter, with the film and the colourways around it.
EXHIBITIONS AND TRADE SHOWS	A stand centrepiece visitors walk round. Pairs with Dynamo foldable LED posters for the stand walls.
EVENTS AND CONCERTS	Product launches, merchandise stands and sponsor activations, alongside Dynamo hire stock.
SPECIALITY STORES	Watches, fragrance, footwear, phones, collectibles: anything sold on the strength of the object itself.

- WHICH PITCH
- 1.25 TO 1.86 MM: A UNIT PEOPLE WALK RIGHT UP TO; STORES AND STANDS
 - 2 AND 2.5 MM: A MALL CONCOURSE OR A STAGE EDGE, AT A LOWER COST
 - THE PITCH SETS THE RESOLUTION; THE PLINTH SIZE DOES NOT CHANGE



A stand centrepiece visitors walk round. Illustrative render, not a Dynamo project.

320 × 320

mm of floor for 1,280 × 960 mm of LED and the product on top.

One plinth. Five pitches.

ITEM	ALL PITCHES
PIXEL PITCH	1.25, 1.53, 1.86, 2 or 2.5 mm (indoor)
LED FACE, PER SIDE	320 mm wide × 960 mm high
LED AREA, FOUR SIDES	1,280 × 960 mm (four faces of 320 × 960 mm)
PLAN	320 × 320 mm (LED plinth)
GLASS ENCLOSURE	Clear glass product enclosure on top of the LED plinth; size confirmed at quotation
BRIGHTNESS	800 to 1,200 cd/m², adjustable
REFRESH RATE	3,840 Hz and above
VIEWING ANGLE	160° horizontal, 160° vertical
POWER SUPPLY	100 to 240 V AC, 50/60 Hz
CONSTRUCTION	Modular panels for installation and maintenance; plug and play
BASE	Free-standing; wheels optional
TO ORDER	Cylindrical and round designs, custom sizes, panel options, logo and graphics
USE	Indoor
WARRANTY	3-year return-to-base

Figures are from the manufacturer's product specification. Overall height, weight, power consumption and enclosure dimensions are confirmed on the quotation. Specifications may change without notice.

PER PITCH · RESOLUTION

MODEL	PITCH	FOUR SIDES (PX)	PER SIDE (PX)
P1.25	1.25 mm	1,024 × 768	256 × 768
P1.53	1.53 mm	832 × 640	208 × 640
P1.86	1.86 mm	688 × 516	172 × 516
P2	2 mm	640 × 480	160 × 480
P2.5	2.5 mm	512 × 384	128 × 384

Four-side resolution is the manufacturer's figure for the 1,280 × 960 mm of LED; per-side is one quarter of the width. Exact pixel counts are confirmed on the quotation.

WHAT A DYNAMO SUPPLY INCLUDES

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THE PLINTH WITH ITS GLASS ENCLOSURE, AT THE CHOSEN PITCH

—

CONTROL HARDWARE FOR YOUR CONTENT, SPECIFIED WITH THE QUOTATION

—

3-YEAR RETURN-TO-BASE WARRANTY

OPTIONAL

—

WHEELS

—

CYLINDRICAL, ROUND OR CUSTOM-SIZE VERSIONS; YOUR GRAPHICS ON THE PLINTH

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CONTENT DESIGN; SET-UP AND TRAINING ON SITE BY DYNAMO ENGINEERS

About Dynamo. Dynamo LED Displays is a UK LED display company, founded in 2013, with a London headquarters at 146a Brick Lane and a Dubai office. We specify, supply, install and support LED displays for architects, interior designers, fit-out contractors and end clients, and the same company is answerable from first survey to years after handover.

Talk to us about an LED plinth with glass enclosure.

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