



Case Study

Billboard advertising stands out more than ever at night with bright, even light from purpose-built billboard lighting from Tigerlight.

Challenges

The outdoor advertising industry is extremely conscious of the cost of illuminating billboards at night, especially the large highway supersites.

Apart from cost issues, the other important factors in identifying suitable light fittings include:

- **output** of the light fitting in different sizes
- **spread** of light across the billboard, from edge to edge and corner to corner
- **bracket options** to provide flexibility to fit the existing arms, poles and brackets used in the industry
- **top build quality**
- **IP67 rating.**

Solution

Tigerlight's modular LED streetlights and floodlights have become the preferred energy-efficient choice over the last year or two.

The potential energy saving is best demonstrated by 120W Tiger MegaFloods replacing 400W floods and their 40W ballasts - a massive saving of 73%.

Of particular benefit is the wide array of sizes, usually 120W - but may be 90, 150, 180W or more.

14 different lenses provide enormous flexibility to produce even light distribution across the billboard.

Also, the IP67 rating and strong, glass-free build of the fittings, with stainless steel fascias over the polycarbonate lenses on each module.



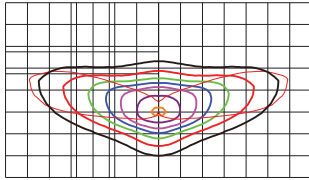
Right: Tiger 120W LED Billboard lights in Malvern in Victoria.



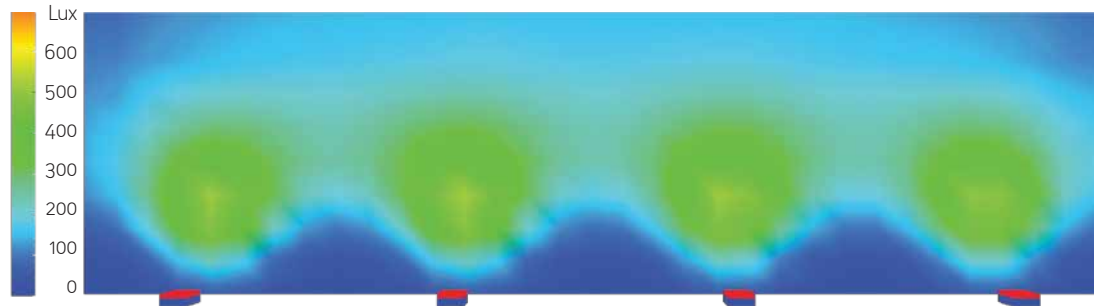
Tiger LED Billboard Lights

- The black shoebox style fittings look sleek and modern
- Hinged bracket enables the fitting to be orientated to the optimum angle
- 14 different lens options to suit any application - round or asymmetrical lenses
- 120 lm/W output from advanced Cree LED chipsets - 14900 lumens from 120W
- Super-reliable Philips Xitanium drivers for a long trouble free service life
- Stainless steel fascias protect the polycarbonate lenses on each module
- Excellent build quality with polyester coating and IP67 rating.

Photometrics



T3M Type III Medium lenses



Target average levels are around 250-300 lux. But the even distribution of light is just as important. 14 different lens options produce a good even spread of light across the face of the billboard. The example above shows 4 x 120W Billboard lights with T3M batwing style lenses, illuminating a billboard 12.66m wide and 3.35m high.

Below: 300W LED MegaFloods, Tullamarine Fwy supesite.



Below: Tiger 120W LED streetlights Tooronga, Melbourne.

