

Freeman¹

Shining a light on LED

A superstar AV solution that will transform your event experience

If any AV technology deserves to be in the spotlight, it's the winning power (and flexibility) of LED screens. And that's not just because LED has gone Hollywood — landing leading roles as ultra-realistic backdrops.

Check out three of the reasons why LED has become part of the event A-List and a visually stunning storytelling device for brands.





1

LED makes your setup experiential

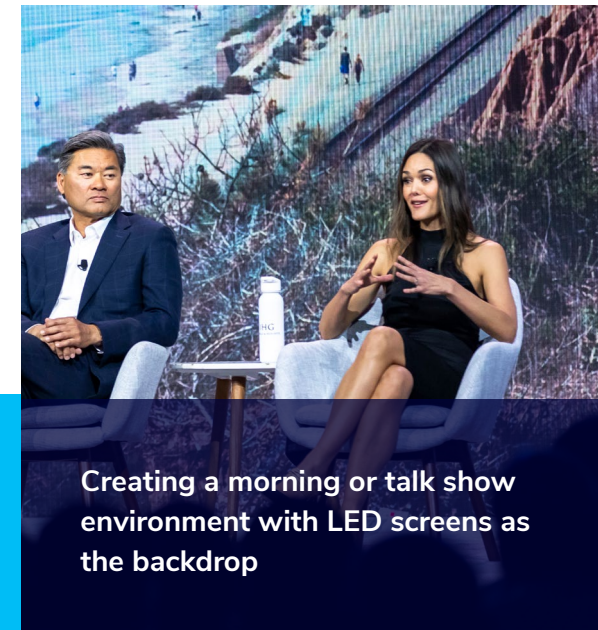
Before planning begins, your event stage offers a blank canvas. LEDs can serve as an extra or take a leading role to create an entirely immersive experience.

For example, your show may include an oversized LED screen as part of your event/stage structure or surround your audience with LED panels above and on all sides — turning your setting into something experiential and taking your attendees as far as the imagination can go, with immersive, branded, memorable moments.

Get inspired by some of the latest LED trends:



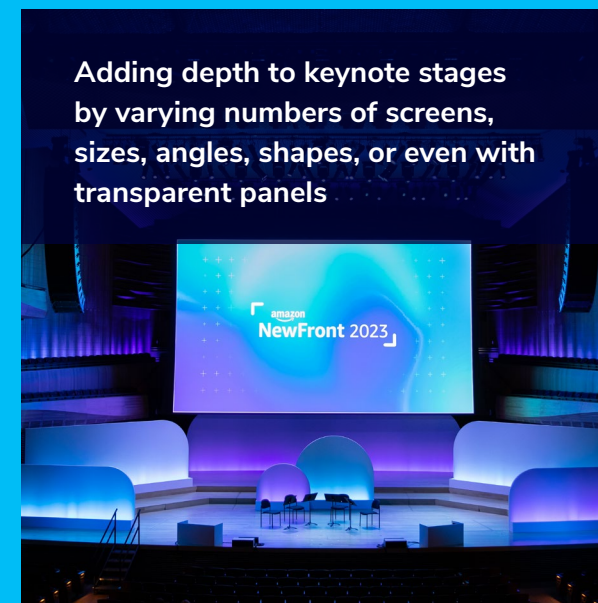
Using shaped LED panels to create interest while presenting content, especially useful during hybrid keynotes when cameras are zoomed in to a smaller area for those watching virtually



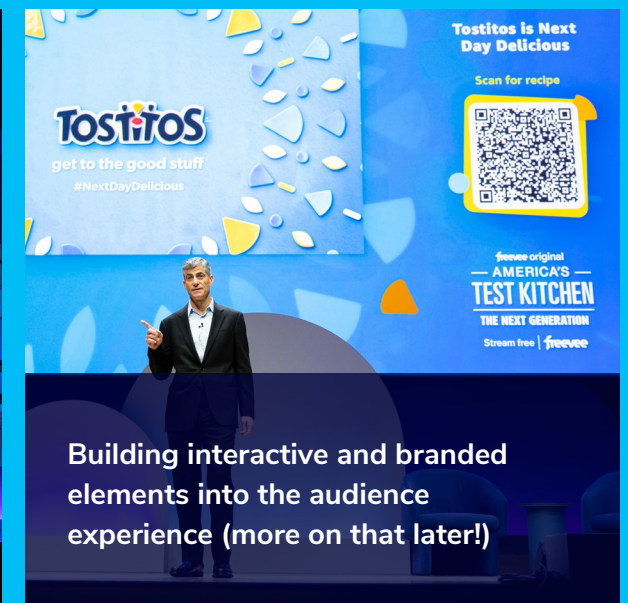
Creating a morning or talk show environment with LED screens as the backdrop



Giving an IMAX feel with large screens that curve and surround attendees in the experience



Adding depth to keynote stages by varying numbers of screens, sizes, angles, shapes, or even with transparent panels



Building interactive and branded elements into the audience experience (more on that later!)



2

LED shines in any kind of environment

LED panels are one of the most flexible event solutions that work with almost any budget and under any circumstances.

Because LED is easily customizable to any size, shape, or form, it's the perfect solution for just about any kind of event, from corporate all the way to... yes, the Super Bowl!

Speaking of indoor and outdoor events, LED panels can be made to be weather durable, which means branded experiences “are gonna be lit” rain, sleet, snow, or shine.

Being able to install panels as part of the set structure (rigging to be supported from the ground) allows your setup to stay within building regulations while also saving on venue-exclusive rigging fees.



Focus

Frame-worthy LED moments

- A** Looking out a window graphic in a static LED panel to help audiences feel like they are seeing the outdoors.
- B** Going into another dimension with a curved LED panel that gives a 3D look to a 2D visualization.
- C** Watching attendees pour into an exhibit as an LED-lit archway fills up with soda (Coke for those in the South, pop for those in the Northeast).



Take a look at how other keynote stars are setting trends.

[See more](#)



3 LED tick-talks to your audiences

There's no better way to keep your audiences engaged (or to get on-the-spot feedback) than creating interactive elements during your event.

How?

You guessed it... LED panels. Is there anything they can't do?! LED panels are great for polls or casting QR codes that guide audiences to branded sites or other engaging content in real time. LED also makes it possible to deliver content and create a buzz around your brand using motion-capable overhead panels and tickers, or onstage screens.

That's not quite a wrap ...

More illuminating and sustainable facts about LED

- **Environmentally friendly:** LED uses up to 80% less energy than traditional incandescent alternatives.
- **Better for the budget:** LEDs could save your host city up to 60% annually, producing energy 90% more efficiently than incandescent bulbs.
- **Fewer intermissions:** LED bulbs can last up to 50,000 hours compared to up to 2,000 hours for their incandescent counterparts.

Source: [The Most Surprising LED Light Statistics and Trends in 2023](#)

Shining a light on LED

When it comes to creating a blockbuster experience, it's easy to see why LED is a go-to solution for event production.

Ready to shine a light on your event design?

Shine on