



AURORA SIGNAGE

CAPABILITIES STATEMENT

Professional | Captivating | Innovative

A graphic of two stylized quotation marks in shades of green and blue.

“LED Project implementations have significant differences between them, as well as differing variables. To effectively manage the diversity of implementation requires years of practical experience, coupled with a deep understanding of the technology. Don’t take the risk. Join the ever-growing list of successfully delivered Aurora Signage LED projects.”

Matt Vawser,
Managing Director,
Aurora Signage



Who are Aurora Signage?



Aurora Signage is at the forefront of LED development and project deployment.

Constantly innovating in LED cabinet design, processor operation, system control, power management and mounting solutions.

We don't just sell LED solutions, we **INVENT** LED solutions.

AUSTRALIAN-OWNED

Aurora Signage is an Australian-owned and operated company. We understand what a successful LED project looks like. Aurora Signage stands by our product, our integration partners and their stakeholders. Aurora is committed to best solutions first and we will not compromise our integrity, or the end outcome, for the sake of "winning the deal".

REFERENCE SITES

Our reference sites include Adelaide Entertainment Centre, Marvel Stadium, the Perth Entertainment Centre, Sydney Airport, The Brittomart, Rundle St Mall, Ballarat Oval, Federation Square to countless shops in Westfield centres. We have indoor and outdoor reference sites that showcase our custom solutions throughout Australia and New Zealand.

INNOVATION

We don't just 'sell LED' – we innovate. We build on our experience, our DNA, to do things better. This can be seen in better control, better mounting solutions, better time to market for new products & better lead times for projects. We don't accept the normal way of doing things. We redefine it!

SUPPORT

We back our product with efficient and local support. Our experience tells us what it is like when things aren't working properly and we don't run from a problem. We will be there when you need help. It's what we do to support our stakeholders that makes the difference.

EXPERIENCE

Aurora prides itself on more than 18 years of research, development and delivery. Our DNA is LED integration, installation and project support. We understand what it takes to achieve varying scales of outcome, with a high quality visual experience the priority. We are born of LED integration, installation and project management so we know how to help you deliver your project.

OUR BRAND

Aurora has aspirations to being a global presence in the near future. The intention is to position Aurora Signage globally via the appropriate distribution partners that place our customers at front of mind. Our vision is sustainability, longevity and innovative product development as best practice in a rapidly changing visual display industry.

Working Across Industries



Aurora is dedicated to providing adaptable LED solutions tailored to meet the unique requirements of any environment and application. With a commitment to customisation, we ensure serviceable outcomes that address specific needs, locally.

Our versatile LED offerings are designed to seamlessly integrate into various settings, empowering clients with flexible LED solutions that optimise performance and enhance experiences.



Core Ranges

– your best solutions

We work closely with development partners to source the best products for our customised solutions.



Aurora Lux is a premium solution consisting of indoor/outdoor displays with gold-bonded wiring, premium processing and a patented, toughened LTP surface protection as optional.

- 5 year warranty on parts
- 1 year on-site with the option to extend up to ten years



Aurora VSPEC is a high-quality solution consisting of indoor/outdoor displays with gold-bonded wiring, premium processing and a patented, toughened AOB surface protection as optional.

- 4 year warranty on parts
- 1 year on-site with the option to extend up to four years



Aurora GSR is a quality solution consisting of indoor only, standard wiring and processing, best of the factory-direct, off-the-shelf solutions.

- 3 year warranty on parts
- Option to purchase up to 3 years on-site warranty



How we create better solutions



Why choose Aurora Signage?

Not all LED Display products are made the same or even perform the same. Just checking specification against specification will not ensure the best selection of a suitable LED solution.

1

PROJECT IMPLEMENTATION

Our engineering and structural team, along with our informed sales team, can support large scale projects from design through to implementation.

Services offered:

- CAD Design
- Engineering Support
- Structural Engineering
- Stakeholder Liaison
- Systems Design – Electrical, Data and Control Interfacing
- Custom hardware and Custom Screen Fabrication to suit all applications

2

DYNAMIC SOURCING

Our approach to sourcing and development transcends mere product selection. We delve deep into progressive trends and market demands to curate solutions that align with evolving needs.

Our best approach ensures a range that caters to diverse requirements. Through robust relationships, and best practices in quality assurance with our development partners, we guarantee that every product meets the highest standards of excellence.

3

PERFORMANCE

Aurora Signage's consistent track record of excellence in performance, reliability, and innovation positions us as a market leader in the visual display industry.

- Custom design & engineering Integration modules for control (Crestron , AMX), Aurora iOS app
- Aurora Processor, Mounts, cabinets and iOS app for stand alone modular installation as opposed to cabinets supply only.

4

AUSTRALIAN-MADE & COMPLIANT

Aurora products are proudly Australian-made and engineered for excellence.

Our products are approved for quality and safety.

- SAA/ RCM/ ETL /UL/CM3 compliance approvals
- Australian Made Licence
- Australian engineered retail display enclosures, mounting systems design for creative "non-standard" LED projects
- Ability to cut / mold custom PCB designs for bespoke module shapes and sizes

Stunning visuals, easy installation, and ultimate performance

Why choose Aurora Signage?



Product comparison

AURORA SYSTEMS | PRODUCT SPECIFICATIONS

Certification	SAA Electrical Safety, UL, ETL, RC, FCC
LED Diode	Nationstar Gold Wire – reliable, long-lasting, high colour fidelity
Cabinet Design	High uniformity, low manufacturing tolerance
Viewing Angle (H/V)	160/160° – Above market standard
Refresh Rate	Min 1920Hz; Max 3840Hz - Excellent image quality
Gray Scale	16 Bit levels
Service & Support	3 / 5 Year warranty & national support
Product Certification	Products certified by chipset manufacturer with test analysis
Quality Control	Aurora staff oversee QC of all production screen testing and assembly prior to shipping
Social Conscience	Overseas factory conditions meet Australian standards

CHEAPER ALTERNATIVES | PRODUCT SPECIFICATIONS

Certification	N.A
LED Diode	Low quality components made with sub-par quality control processes result in increased rates of failure and degradation
Cabinet Design	Poor uniformity; cabinets from different batches with differing variances
Viewing Angle (H/V)	Typically overstated
Scan Modes	Less driver chips means poor outcome and cheaper price
Gray Scale	8 Bit or worse
Service & Support	Potentially provided by inexperienced resellers who have a short history in the market
Non-compliance	Do they supply certificates? If not compliant, screen will be deactivated
Quality Control	Poor PCB wafer, poor SMT production machinery
Social Conscience	Poor working conditions and cheap subcontract, unskilled labour

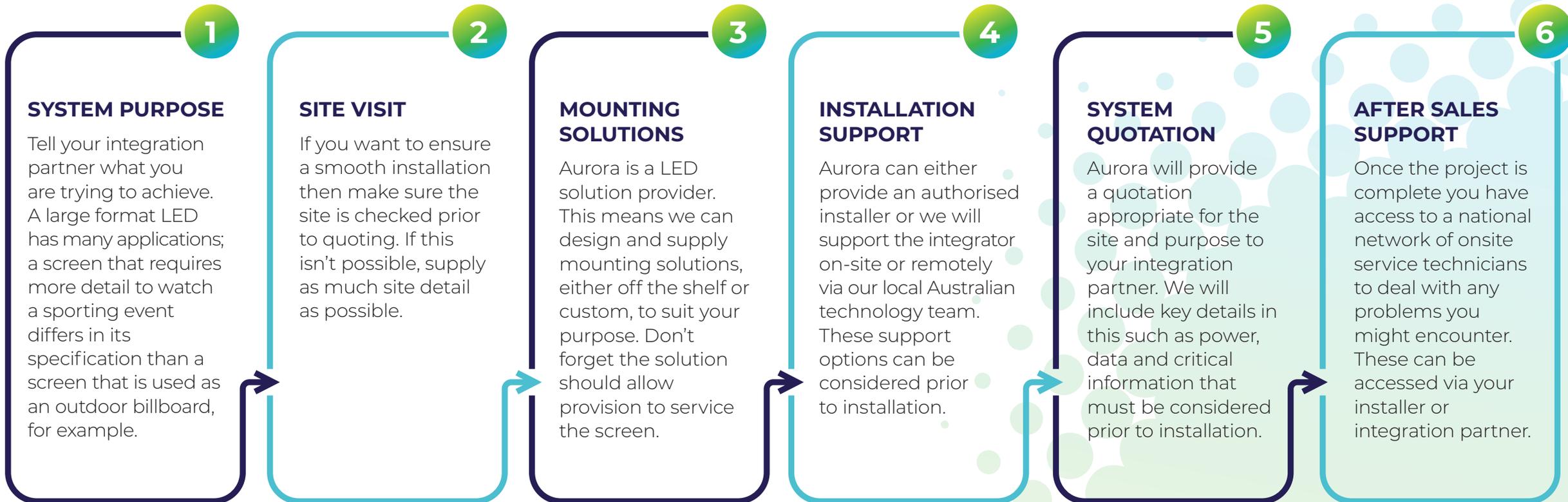
From product selection, manufacturing, innovation, and after sales support – Aurora is leading the way.

Our Processes, Support & Service



We work with authorised integration partners, connecting them with the right product and expert advice tailored for the project.

In order for a successful project deployment, we recommend that the following steps be taken:



Benefits and Exclusions



BENEFITS



BETTER UNIFORMITY

Cabinets are guaranteed from the same production batch, which means the same variances are found across each cabinet, giving better uniformity as compared with competitor products that are not controlled as such.



CALIBRATED AT OUR PREMISES

Modules from the same batch are calibrated at our premises prior to delivery which ensures no flaring of colour or whites on the edges of each module.



TESTING EACH LAMP

Given the number of LEDs, Aurora tests each lamp batch and rejects batches that present issues, to ensure we avoid single dead LEDs which are typically a big problem with this type of screen.



MADE IN AUSTRALIA

Aurora product is Australian-designed and engineered with more than 18 years of LED research and manufacturing experience behind every display.



DATA REDUNDANCY PROTECTION

Data redundancy protection against image drop outs to all or part of the screen due to faulty data cabling, receiver card errors and sender card errors.

EXCLUSIONS

- Permits
- Data cabling from processor location to screen (includes 5m of feed in cable for each section)
- Power cabling from DB to screen (includes 5m of feed in cable for each circuit)
- Configuration of any source device not supplied by Aurora
- Main Structure, sub-frames and other supports unless otherwise stated
- Engineering reports
- Certifications
- System designs and drawings

Control Advantages

Aurora have point-to-point control options from your local or remote network.

CONTROL SOLUTIONS & POWER CONTROL

- Simply control scoring from an iOS or Android device.
- Create more professional scoring system to include super goals, shot timers and customised split screen content.
- Create advanced control scenarios and even cater for local OB Van broadcast streams or services as part of the scoreboard surface area.
- Power and energy usage, live tariff information, historical data, critical event reporting and also the ability to set hierarchical parameters for operation of display based on what is important.

FEATURES



Brightness adjustment



On/Off scheduling



PIP



Source control



Source selection

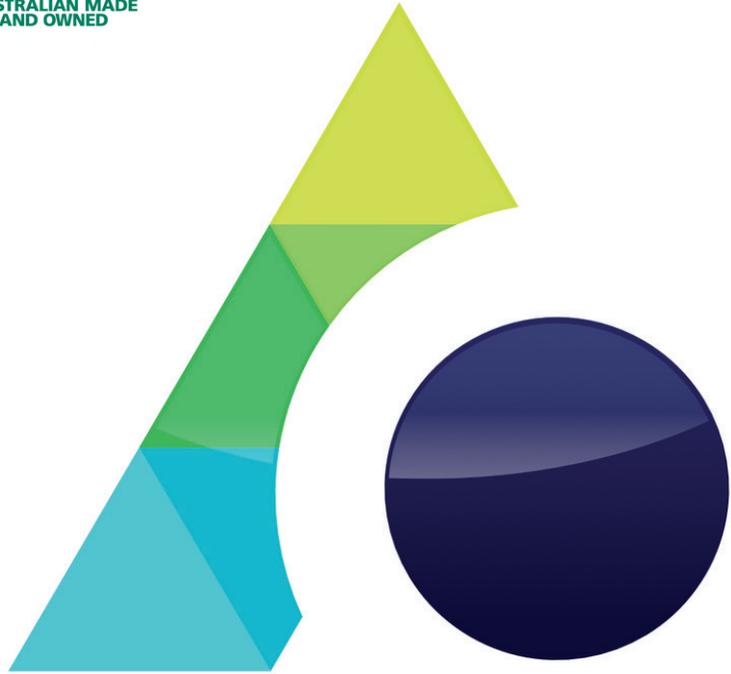


Project Delivery

Award winning projects, enhancing spaces on a global scale!



Displays that engage and inspire



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GET IN TOUCH

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