

# YAHAM



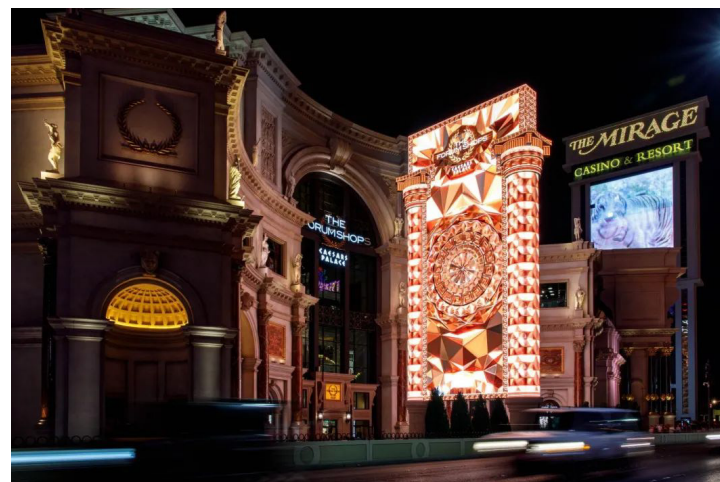
OCT.  
2022



## *3D Roman Marquee The Forum Shops Caesars Palace*

The Las Vegas Strip is well known for its variety of creative displays, which dot almost every building. The marquee outside of The Forum Shops is a 3D canvas designed to engage and excite pedestrians passing by (17,700 per hour on average), making it an "Ancient Roman" and standing out on the Las Vegas strip, one of the world's busiest streets.

The spectacular double-faced sign is 85-feet tall and more over 6,000 square feet in size, simulating a classical Roman building with Corinthian-style columns. Each curve and cornice are comprised of LEDs also, allowing the architectural frame of the sign to be programmed with the 3D content, which is the first of its type in the world.



‘The result has been a unanimous success.’ said the Senior Vice President at Simon Property Group Inc, the mall's owner, “Our new marquee has had a very positive impact for The Forum Shops at Caesars Palace – it has elevated our presence on Las Vegas Blvd in grand style. The marquee’s unique design has changed the digital signage landscape in Las Vegas.”



## Three Golden Rules To Follow Choose The Right Outdoor LED Screen

DOOH(digital out of home advertising) makes bold and brilliant statement at the right time and place to strengthen bonds between brands and consumers, and deliver huge reach with superior ROI.

A prime DOOH double the result with half effort. Here are the three golden rules in choosing the right outdoor LED screen.

### Visual Effect

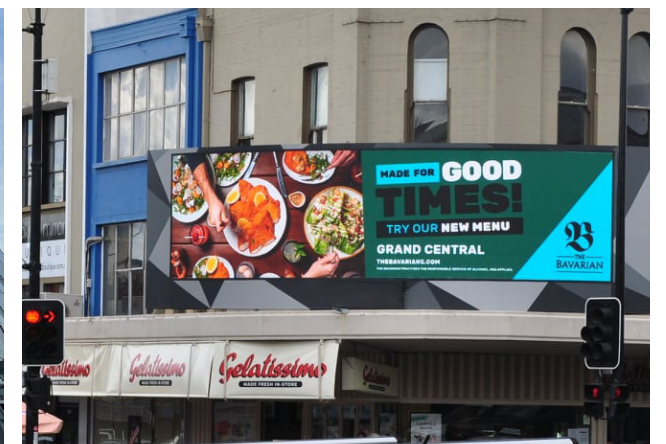
Outdoor LED screen has a high brightness level, ranging from 5,500 to 7,500nits, with some made of high-quality materials reaching up to 8500nits. YAHAM customizes the extra-high one that can reach 10,000nits. Further working with its unique mask and louver design, it delivers higher contrast ratio and accurately outputs more lifelike images even under strong ambient light, providing the viewers with a pleasurable visual experience.

### Stability

DOOH is typically placed in typically on rooftops and roadways with a broad field of view. It is critical that LED displays work stably in all weather conditions like heat, cold, typhoons, rain-storms, thunderstorms, hails and so on. Insisting in adapting the state-of-the-art materials and optimizing specific designs such as waterproof ventilation valves, sealed aluminium modules, and corrosion-resistant structures, YAHAM's products are as stable as always, with high reliability in waterproofing, fireproofing, anti-corrosion etc.

### High ROI

The screens are always on for over 12 hours per day and in large formats like 1,000ft<sup>2</sup>, 10,000ft<sup>2</sup>, and even larger than 100,000ft<sup>2</sup>. Therefore, the 'cost-saving' designs are crucial. YAHAM's cabinet is approximately 60% lighter than a standard one due to its ultra-slim and user-friendly operating design, allowing installation of roughly 1,000 ft<sup>2</sup> to be finished in one night, saving labor costs and time. Patented graphene and dual voltage design conducts 15% power-saving, optimizes heat dissipation by 33%, resulting in stable performance and a longer lifespan.





## S1 Outdoor Series Choice for Creative Ideas

### 1000+ World Class Landmarks, and Counting

The creative shaped DOOH provides viewers with an out-of-the-box experiential moment that engages, entertains and captures both the eyes and minds. In addition to the commercial benefits, the creative shapes also highlight a sense of community, connectivity and experiences, acting as a reinvention of a brand, area, even a city.

YAHAM fully utilises the flexibility of S1 and integrates it with various high-tech and platforms such as naked eye 3D content, human-computer interaction and VR, the internet, social media to meet the market's need for innovation and awareness, promoting traffic conversion and creating hot topics and community benefits for the users.



### Features Highlight:

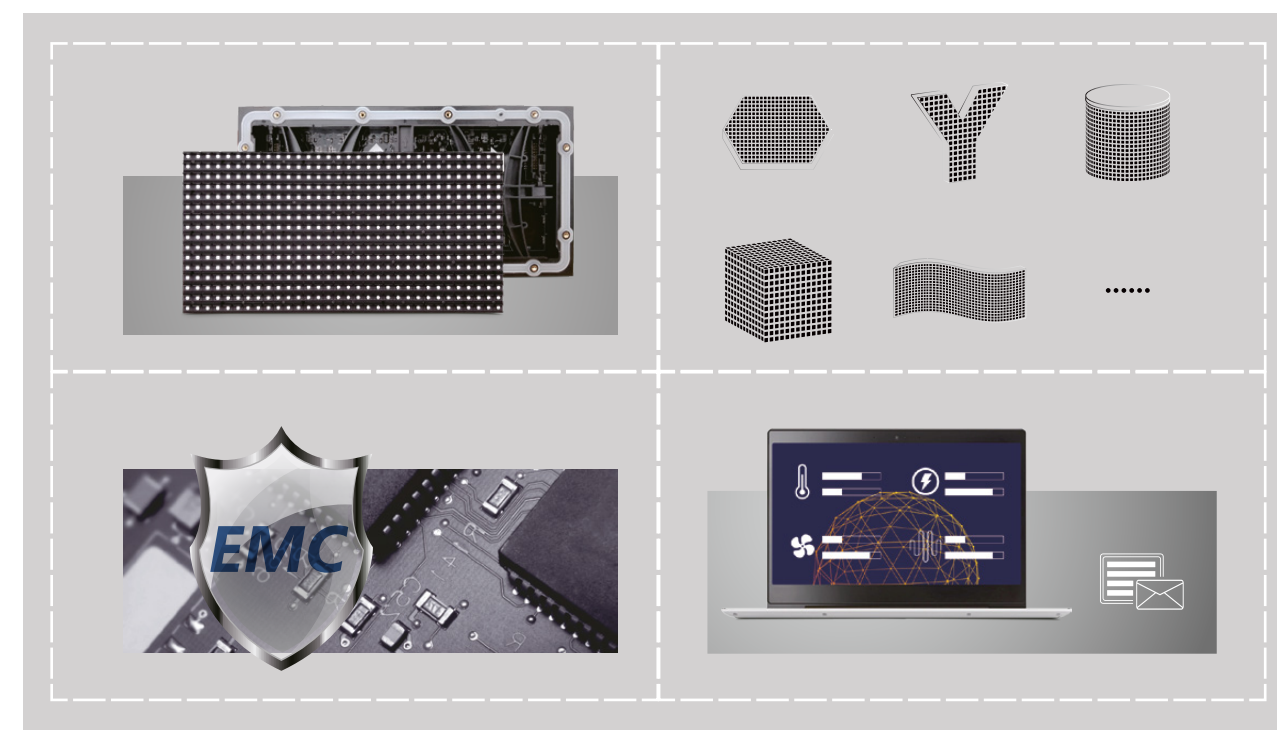
**Wide Viewing:** 140° degree for both the vertical and horizontal area delivers a broader field of view, resulting in an immersive visual experience and greater exposure.

**High Contrast:** the specific triple-layer-louver mask design effectively strengthen the screen protection and prevent direct light; it gives delicate and vivid visual performance by working with customized smaller LEDs that expand the black area.

**Intelligent Identity:** each module has a unique ID, and can be equipped with a data storage unit, to enable real time detection, email alerts, and modules and cabinets status monitoring.

**High ROI:** pixel pitch ranges from P2.5 to P16, allowing it to flexibly meet the needs of diverse outdoor applications such as outdoor theatres, urban landmarks etc, while also allowing for upgrade while retaining the original structure, resulting in a high ROI.

**Extreme Flexibility:** the ability to be configured into different shapes helps to stunning 100% bring designers' imaginations to the screen, ensuring the signs provide the maximum value.





Era of Mini LED

X-GOB And Micro X Technology from RECIENCE  
Leads the Way in Outdoor Mini LED

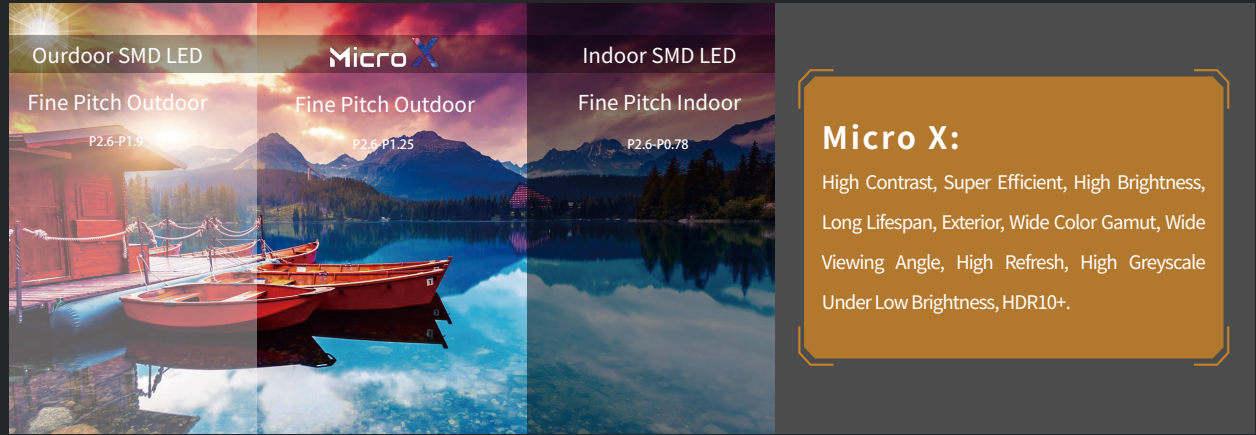
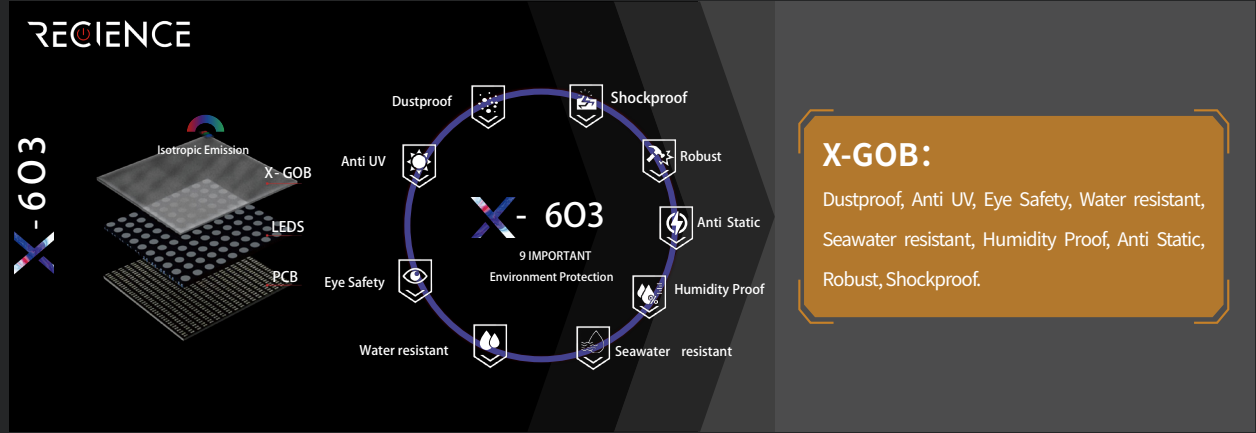
GOB(glue on board) is an innovative technology that seals and packages the module and component with transparent epoxy glue, resulting in higher protection and accelerating the mass production of Mini and Micro LEDs with pixel pitch smaller than P1.0mm.

With its strong R&D and industry-leading customization capabilities, RECIENCE self develops X-GOB and Micro X technology and leads the way in outdoor Mini LED.



X-GOB fully outperforms ordinary GOB technologies, particularly for outdoor usage. The glue is tested hundreds of times in harsh conditions such as huge temperature changes from -35 °C to 70°C, car or truck withstanding, to ensure extremely high weatherproofing, and protection against robust and ACID rain, with which ordinary GOB are not featured. Its efficient thermal conductivity and anti-UV performance prevent the screen from cracking and turning yellow due to UV and heat radiation.

Micro X is an X-GOB-based protection technology for outdoor flip-chip LEDs. Compared with ordinary SMD, the technology uses mini chips to achieve ultra-high contrast, high refresh, high color consistency and efficiency, as well as to effectively widen the viewing angle by about 30-40%. It is widely used in XR solutions, high brightness interior applications, outdoor TV etc. because of its ultra-high brightness feature.





## Halloween Costumes Party

Held in the company's exhibition hall, the party was geared toward all members including both children (youngest age 1) and adults, and started with a runway show.

Jack-o'-lantern lighting, cake sharing, scary story swapping, movie watching, and other activities make all of these little lovely wizards, Elf, Ultraman, Naruto, Harry Potter and Death have a good time!!



**YAHAM  
Halloween Costume  
Party 2022!**





# YAHAM

## ***RELIABLE, ALWAYS***



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# YAHAM

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