

## LightWalls™

The impressive effect of a LightWall™ has proven to push the boundaries of boldness and brightness by illuminating an entire wall, side to side and floor to ceiling. LightWalls™ provide a way for any graphic to be lit from behind, with virtually no restriction on size or location.

LightWalls™ are versatile and are being used in retail fit-outs, real estate sales suites and corporate interiors. Our high quality materials produce realistic images with a long lasting finish perfect for almost any environment.

### Reed Property's Platinum Apartments, Maroochydore

Reed Property Group's Platinum apartment's 'put yourself in the picture' display centre captures the magic of Platinum's absolute waterfront location at Maroochydore on the Sunshine Coast, Queensland. The curved LightWall, which measures nearly 25 metres wide x 2.6 metres tall, depicts a 180 degree view taken from what will be an eighth floor Platinum apartment. Deb Juleff of Reed Property comments, "We've had some customers stand on the balcony and feel quite heady as if struck by vertigo - that's how real the effect is!

### Circle on Cavill, Gold Coast

**Designer:** Peter Sexty

The Circle on Cavill display suite features an illuminating 9 metre wall with bold, psychedelic graphics that create an environment to enhance visitor's experience. From the outside, the wall provides a visual effect that captures the attention of passer-by's.

### Telstra, Concept Store

Telstra recently engaged Saunders Creative to design and develop a new retail concept. The focus was to lift Telstra out of the traditional mould of providing price driven commodities, into a leading edge position for consumer marketing.

Saunders Creative delivered large scale graphics using many different types of media including a 3x4m LightWall™ at the rear of the store.

Flash worked with Saunders to colour match the LightWall™ with digital Wallpaper and a Lambda Duratran backlit counter.

The results can be seen at Telstra's exciting new retail concept at Warringah Mall.

Top: Reed Property  
Centre: Circle on Cavill  
Bottom: Telstra, Concept store

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