

## **displayLED enjoys northern exposure with new Baltic office**

With the latest recognition of displayLED's groundbreaking LED screen technology still ringing in the company's ears and the inception of its first European operation in Stuttgart, further good news has been the opening of a new office in Helsinki to cover Finland, Russia and the Baltic states.

Having won an Innovation Award at this year's PLASA trade show in London for digiFLEX, the world's first fully flexible LED video skin - and being inundated with enquiries about it - displayLED has agreed a joint venture with Helsinki-based rental specialists RGB Oy to cover this rapidly developing market for LED screen technology.

Heading up displayLED's new venture, and with over a quarter of a century of experience in the big screen market, is Paavo Kilpiö who is clearly excited about displayLED.

"displayLED's products are great value for money, the quality is extremely good and they are very forward-thinking. The Innovation Award for digiFLEX at PLASA really sums up why I am so pleased to be working with them," he says. "Having spent 25 years at Sony before joining RGB Oy, innovation and product quality are ingrained in my psyche and helped to make the association with displayLED an obvious next step in my career.

"The company has extremely professional staff who has worked in this market sector for years. Not only are the products of exceptional quality and reliability, but working closely with them we can easily see what our customers really need and provide the best possible solution."

RGB Oy services a wide range of events and installations and Paavo is actively involved in looking at a number of potential displayLED projects, including shopping centres, concerts, exhibitions and sporting venues.

"The market for LED screens is extremely healthy in the region," he says. "And not just in Finland and the Baltic states, we are also already active in the Russian market, where there is huge potential.

"I am working closely with potential customers to specify exactly the right products to fulfil their needs. With displayLED we can do that. The return on client investment will also be maximised, thanks to displayLED's groundbreaking technology and industry-leading consulting service."

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