



## N0.23

### Headlines

#### All eyes on the Absen LED display shining in Saudi Arabia

The Absen A1688 display with high brightness and high refresh rate (7.68m x 6.144m) proudly shone at the 2011 graduation ceremony of the King Fahd University of Petroleum and Minerals in Saudi Arabia on 5<sup>th</sup> April, 2011. Muhammad Fahd bin Abdul Aziz, the Prince of Saudi Arabia, together with the senior government officials of the eastern province of Saudi Arabia, attended and spoke at the ceremony.

As early as in 2205, Mr. Ding Yan Hui, president of Absen, did roam around in Saudi Arabia in a hire-car for 20-odd days, which opened the door of the oversea markets for Absen from then on. Over the years, the Absen LED displays, due to its superior quality and favorable word of mouth, have been shining in the lands of Saudi Arabia, just like some special flowers in a desert. At the moment, the Absen LED displays are selling quite well in 110 countries worldwide.

As the medium for live broadcast of the graduation ceremony, the Absen LED display caught the attention of over ten thousand spectators, impressing them with its exquisite screen and nice possible viewing angles. Naturally the concerned party using the display was very satisfied with the product quality and the services provided.



*Eye-brows raised, hearts touched*



*Exquisite screen, steady and reliable effects*

## **Absen successfully forayed into the Russian LED football stadium market**

The LED football stadium display at the Petrovsky Stadium of St Petersburg in Russia, constructed by Shenzhen Absen Optoelectronic Co Ltd, was officially completed and put into operation in April, 2011.

Being the Russian champion football club, FC Zenit decided to install a LED football stadium display with a display area of 217.35m<sup>2</sup> at the Petrovsky Stadium of St Petersburg, so as to well publicize the 2011 Russian Premier League,



In order to shop for the right LED football stadium display, the distributor concerned had conducted a worldwide open tender, with bidders from the Netherlands, Spain, and many other countries also participating. With such fierce competition, how come Absen had come out on top?

Shenzhen Absen Optoelectronic Co. Ltd has 10 years' experience specifically in the research and development, production and sales of LED all-colors displays, and also has rich experience in football stadium projects. Seeing is believing. Just to be very sure of what they were buying, the client specially traveled to the Netherlands and visited Twent – an old

client of Absen. They saw on the spot for themselves the stadium display constructed for them by Absen. The favorable word of mouth and the high quality sample engineering project highly impressed them and won their trust, hence the contract signed for the LED football stadium display project for the Petrovsky Stadium of St Petersburg in Russia.

The display was an Absen A90 full-colors stadium product, a set of professional digitized solutions for sports stadium display. It uses the high-quality self-sealing bulbs technology, can automatically adjust brightness according to the lighting conditions, has high refresh rate, high grayness, high brightness, and the screen video effect is sharp and exquisite.

The Absen A90 can also broadcast real-time various kinds of video and advertisements, switching from one thing to another is freely possible, self-controlled screen display time and frequency; moreover, the special water-resistant design, can adapt to extreme climates; soft-cushioned face mask design, providing good safety protection for athletes.

After the Absen A90 full-colors stadium display at the Petrovsky Stadium had been put into operation, the client gave it high acclaim, and in no time sent to Absen the photos of the display in action. This success in winning the tender, has laid a solid foundation for Absen in foraying into the Russian stadium display market.

## **Absen display projects blossom like flowers everywhere in Guizhou**

In early 2011, Shenzhen Absen Optoelectronic Co. Ltd. successfully signed a contract with Guiyang International Convention and Exhibition Centre for 16 projects of indoor and outdoor LED full-colors displays, 8 of which being double-faced LED displays, covering an area of 900m<sup>2</sup>.

By March 2011 out of the Absen projects at the Guiyang International Convention and Exhibition Center, 6 LED displays have already been completed and put into operation.

Guiyang International Convention and Exhibition Centre is located at the Jinyang new district of the Guiyang province, right south of Yinben Road, north of Guanshan Road, west of Changling Road North, right next to the Guiyang City Administrative Center, east of Ecology Mountain Viewing Park. It is funded and constructed by the Zhongtian Group, and upon completion will be an important showcase for the Guiyang City in terms of foreign trade. At the moment, 6 LED full-colors displays from Shenzhen Absen Optoelectronic Co Ltd have already been set up at the main halls, and the surrounding walls of the Guiyang International Convention and Exhibition Centre. They look cheerful, attractive and vivacious, adding to the charms of the magnificent Guiyang International Convention and Exhibition Centre.



*Located right the main entrance hall of the Guiyang International Convention and Exhibition Centre is an indoor LED full-colors display, measuring length 12.2m, height 6.82m, and a total area of 83.35m<sup>2</sup>. It has all the nice features like high contrast, high fluency, and high refresh rate etc. It is sharp and smooth, dazzlingly attractive, making for a refreshing and relaxing feeling visually, and has become an eye-catching focal point.*



This horizontal long display is located on the outside wall of the Guiyang International Convention and Exhibition Centre, measuring length 14.08m, height 6.656m, and a total area of 93.71m<sup>2</sup>. There are two such displays, so the total area amounts to 187.42m<sup>2</sup>.



*This display is located on the outside wall of the Guiyang International Convention and Exhibition Centre, measuring length 8.448m, height 10.24m, and a total area of 86.5m<sup>2</sup>. There are two such displays, so the total area amounts to 173m<sup>2</sup>.*



*Next to the two displays there is another longish bar-shaped display (as shown in the above picture)*

There are 10 other LED displays at the Guiyang International Convention and Exhibition Centre currently urgently under construction by Absen. They are in the stage of being tested and adjusted, and will soon be put into operation.

Up to April 2011 it can be said that the good-quality brand name of Absen is blossoming everywhere in the Guizhou province, as in cities and districts like Guiyang, Zhunyi, Kaili, Tongyan, Liupanshui, Anshun, Bijie, Xingyi, etc, there are already over 50 successfully completed display projects.