



MALABAR GOLD & DIAMONDS

Iselin, New Jersey

Product

Planar Powered By Lighthouse LED Video Screens

Partners

Cine Acoustic

Global Jewelry Retailer Deploys Outdoor LED Video Wall to Showcase its Collection

Since its founding in 1993 in Kozhikode, India, Malabar Gold & Diamonds has grown to one of the largest jewelry retailers in the world with over 250 retail outlets in 10 countries. The jeweler is located across India, the Middle East and Southeast Asia, and has also expanded to the U.S., opening stores in Chicago and most recently Iselin, New Jersey.

Coinciding with the September 2019 launch of the new Malabar Gold & Diamonds Iselin retail outlet, New Jersey-based Cine Acoustic was engaged to integrate a storefront, outdoor digital signage solution. Cine Acoustic President Vimal Parekh proposed and subsequently installed a 23-foot-long, 10-foot-high Planar Powered by Lighthouse outdoor LED video wall with an 8mm pixel pitch atop Malabar’s front entrance.

Malabar cannot show videos since the store is located along a high-traffic street, but they can use the LED installation to display imagery—the ultra-bright, high-resolution LED video wall highlighting Malabar’s jewelry collection in exquisite detail.

“LED looks fantastic and the client loves the new video wall solution,” Parekh said. “The owners of the neighboring commercial properties also think the LED video wall is stunning. This is the first LED installation in the area, and everybody is noticing it.”

“Deploying content to the display—such as images, advertising messages, special promotions or event announcements—is simple and straightforward. Overall, installing the project presented no troubles. The video wall was easy to work with,” Parekh said. “The BrightSign product easily integrates with the video wall,” Parekh said. “Deploying content to the display—such as images, advertising messages, special promotions or event announcements—is simple and straightforward. Overall, installing the project presented no troubles. The video wall was easy to work with.”

