One of the largest global LED display and lighting suppliers, SNA uses its strength in engineering to manufacture some of the most custom, high-end LED solutions in the world.

Additionally, we offer our clients a single source for indoor and outdoor LED lighting as well as LED video display systems.

We pride ourselves in our ability to deliver the custom, creative digital displays required by any application. We like to think that if you can dream it, we can engineer and manufacture it.
SNA’s S|Video display systems deliver crisp, high-end video to showcase products or messages for any application.

S|Video LED displays provide the ability to change content quickly and dramatically. SNA provides an open-ended control system that can interface with off-the-shelf content delivery software.

This product line includes full-color video screens in a variety of resolutions, sizes and viewing angles.

S| Video

- Variety of Resolution Options
- Superior Contrast Ratio and Brightness
- Wide Viewing Experience
- High-End, Ultra-Bright Nichia Diodes
- Custom-Engineered Solutions
- Open-Ended Control System

Also, our panel design offers significant flexibility in size, curves and custom corners. Our video displays deliver messages with a high degree of clarity, acuity and impact. With a wide range of input options and fully customized controls, the user can create a unique mix of programming.

SNA’s S|Video displays deliver industry-leading contrast ratio and brightness, allowing the content to stand out, regardless of environmental light conditions.
Positioned in the heart of Times Square’s bowtie, One Astor Plaza has long been an icon of Midtown Manhattan. Located at 1515 Broadway, the skyscraper houses Viacom, MTV Studios and Minskoff Theatre and is home to one of SNA’s S|Video display systems.

The tight pixel pitch, coupled with the screens’ massive sizes, make these displays some of the highest-resolution video platforms in Times Square.

The display system features two main screens, each of which is approximately 48’ high by 39’ wide. For each of the large screens, there is a return display, bringing the video content back to glass façade of the Minskoff Theatre. Each return display is 48’ high by 8’ wide.

SNA’s engineering staff custom-designed a corner module that includes a tight 46° angle for the return displays, allowing for a very small seam.

All screens have a 10mm pixel pitch and employ state-of-the-art surface-mount device (SMD) technology, allowing for an extremely wide viewing experience.

The display system includes more than four million pixels, generating some of the sharpest imagery in one of the world’s most competitive advertising markets.

In addition to displaying preloaded and live content, these screens are also capable of running interactive content, including information generated from mobile devices.
Across the street from Nationwide’s corporate headquarters in Columbus, Ohio, is a wall-mounted S|Video screen from SNA. Used to promote events in Columbus and surrounding areas as well as messages from Nationwide, the LED display features a tight 12mm pixel pitch, delivering sharp content to walk-up traffic.

Located at the intersection of E. Nationwide Boulevard and N. High Street, the display sits just outside Sensenbrenner Park and one block from Nationwide Arena.

The screen (560h x 480w pixels) is approximately 22 high by 19 wide, ideal for a high amount of pedestrian traffic. Its thin profile allows for a clean wall-mounted look.

The project also includes a ticker, which is coupled with a static identification sign and mounted to the bridge extending above N. High Street and connecting Sensenbrenner Park to Nationwide’s building.

The ticker (40h x 760w pixels), which also has a 12mm pixel pitch, is approximately 19’ high by 30’ long.

- Outdoor 12mm S|Video
- Includes Main Screen and Ticker
- Thin Profile
- Ultra-Bright Nichia Diodes
- Wide Viewing Experience
- Integrated Content Control
Charlotte’s Uptown entertainment venue, EpiCentre, showcases seven LED S|Video displays and several static billboards illuminated by S|Lighting products from SNA.

At the corner of E. Trade and N. College streets, which garners a high amount of pedestrian and automobile traffic, several advertising displays are featured, including a curved ticker, two video displays and a static billboard.

The curved, full-color ticker display (108h x 2088w pixels) has a 10mm pixel pitch, allowing for sharp video and animations.

The ticker is flanked by two large, double-sided 10mm “blade” signs (540h x 384w pixels), each of which is about 18’ high by 13’ wide.

The curved, static billboard is illuminated by SNA’s 240-Watt S|Lighting products, which were installed to replace existing 1000-Watt metal halide units, resulting in a 70% reduction in energy consumption and greatly lowered maintenance costs. The EpiCentre is also home to several other static billboards illuminated by SNA’s S|Lighting products.

Additional SNA LED screens can be found on two sides of a three-sided advertising display one block away at the corner of E. 4th and S. College streets. Both 16mm video displays (384h x 224w pixels) are approximately 20’ high by 12’ wide. All video display faces are capable of running independent content and are managed from a central location.
The new National Public Radio headquarters in Washington, D.C., feature three SNA LED displays, all effectively tied in to the architecture's design creating an engaging and modern look.

Before entering the NPR studios, viewers can see the “npr” icon tower and the full-color ticker. For the tower, NPR integrated SNA’s S|ThruMedia product, using vertical LED strips to lead up to the iconic “npr” logo. The strips have a vertical pixel pitch of 25mm and are spaced three inches apart horizontally.

Also outside is a long, full-color display integrated into the entrantra’s exterior wall. This ticker wraps around the front corner of the building, reaching viewers on all sides of the intersection.

After entering the building, visitors immediately encounter a visually stimulating media mosaic, produced with 10mm S|Video. Controlled as a single image throughout the mosaic, the display processes almost three million pixels.

All LED displays are controlled centrally.

- S|Video and S|ThruMedia Integration
- High-Resolution LED Media Mosaic
- 2.75 Million Processed Pixels
- Ticker Embedded in Exterior Wall
- 55’ High S|ThruMedia Tower
- Surface-Mount Device (SMD) Technology
The Mercedes-Benz Arena, a state-of-the-art, multi-functional performance venue in Shanghai, is nationally regarded as a beacon of architectural achievement.

The arena is operated by a joint Chinese-American group including the National Basketball Association (NBA) and is maintained with the most updated and advanced technology available. Below the arena is huge entertainment, retail and dining venue.

The 18,000-seat arena utilizes Sansi’s S|Video technology for its center-hung LED bucket display system, as well as the 360º ribbon display.

Mercedes-Benz Arena

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Mercedes-Benz Arena

Pudong, Shanghai

S|Video 12mm, 16mm and 18mm Center-Hung, 17-Display Bucket 360º LED Ribbon, Over 570FT

Mercedes-Benz Arena

Pudong, Shanghai

Centrally Controlled

Ultra-Bright Nichia Diodes

Wide Viewing Experience
Times Square is bracing for its newest spectacular, a 7-screen, high-resolution S|Video LED display system.

The state-of-the-art video installation, which will be built onto the historic I. Miller shoe property at 1552 Broadway, will captivate viewers with a vertically oriented set of screens.

The displays will have a tight pixel pitch - 10mm - with each pixel being packaged with surface-mount display (SMD) technology for an extremely wide viewing experience.

For this project, SNA is utilizing the latest technology from Nichia, making the display system 30% more energy efficient.

Facing Broadway, the three main screens will be stacked, each with a return to the building to engage viewers headed southwest on 7th Avenue.

The top two main screens (1006h x 1536w pixels) will be 42'7" high x 48'5" wide. The bottom screen (936h x 1536w) will be approximately 30'9" high x 37'5" wide.

All of the Broadway-facing screens will curve slightly to the south to reach more viewers.

Around the corner, facing 46th Street, will be the tallest screen (2016h x 864w). At about 66'9" high x 28'5" wide, this display will reach traffic on Broadway, 46th Street and those headed northeast on 7th Avenue.

**1552 Broadway, Times Square**

- Outdoor 10mm Pixel Pitch
- Maximum Viewing Exposure
- 4 Large Screens and 3 Return Displays
- More than 8,500 Square Feet
- Approx. 8 Million Pixels Processed
- Surface-Mount Device (SMD) Technology
For more custom display solutions, SNA’s S|ThruMedia options offer the advantages of bright and dynamic LED video displays but with subtle transparency.

SNA transparent video products greatly reduce the overall weight and energy consumption of the typical LED system.

In addition, S|ThruMedia technology allows for remote storage of all power supplies and control equipment, making the profile as little as 1/4 the depth of standard LED displays.

LED strips can be vertically or horizontally oriented at custom lengths and with a variety of pixel pitches to fit the needs of any application. Also, strips can be placed at various distances from each other to accomplish the desired look and transparency.

Regardless of the spacing of LED strips, SNA processes the imaginary pixels so that the video or image is seamless and unaltered from the original content.

- Ultra-Bright Nichia Diodes
- Interior and Exterior Use
- Vertical or Horizontal Strip Mounting
- Greatly Reduced Weight Load
- Extremely Thin Profile
- Remote Power Supplies and Control Equipment
One of the first transparent video screens in the U.S., this display is a great testament to the impact S|ThruMedia can have both as a message center and as creative architecture.

Home of the New England Regional Council of Carpenters (NERCC), the Carpenters Center overlooks a busy Dorchester Avenue, just off of Interstate 93 in Boston.

The 32’ high x 21’ wide display was designed as part of the building façade and is more than 53% transparent, though it maintains a high-resolution, video-quality display.

Viewers of the display see a subtle transparency, depending on the content shown, while tenants inside still get the “corner office” view through the display.

Carpenters Center

- S|ThruMedia Transparent Video
- 16mm Horizontal Pitch, 64mm Vertical
- Approximately 675 Square Feet
- Designed into Architecture
- Viewable Day or Night
- Reduced Energy and Weight Load

Carpenters Center
Boston, Massachusetts
Minutes from Midtown Manhattan, Sky View Center is a shopping venue in Sky View Parc, a developing property of luxury condominiums in the rapidly growing neighborhood of Flushing, New York.

In line with the creative and modern architecture of the Sky View property, SNA provided its S|ThruMedia product for the main entrance’s exterior wall.

The serpentine transparent display is 5’ high by 125’ wide, consisting of vertical LED strips.

Inside the shopping center is a 16mm S|Video LED display, approximately 9’2” high by 14’2” wide, surrounded on all sides by vertical S|ThruMedia strips.

The interior S|ThruMedia is covered with a glass panel and frosted vinyl.
This project is another example of how building architecture can be used to get a message across creatively, all the while saving cost and energy.

This S|ThruMedia installation at HAPO Community Credit Union’s Kennewick, Washington, branch is built with horizontal LED strips. Each strip consists of one row of pixels, spaced 16mm apart. Vertically, the strips are placed 48mm apart, creating approximately 48% transparency. This spacing also allows tenants to see out of their windows with minimal obstruction.

Measuring approximately 300” high by 45 1/4’ wide, the display’s resolution is processed as 379h x 888w pixels.

To create a seamless wrap around the office building, SNA created a custom corner for the project. The perfect addition to a modern, predominantly glass building façade, the S|ThruMedia product has a very thin profile, about 1/4 the depth of a typical LED display. Additionally, compared to a standard screen of the same size and pitch, HAPO’s display system uses a third of the energy and is less than half the weight.
Sansi lighting combines everything good about the LED lighting industry: bright, durable, versatile, energy-efficient, safe, high efficacy, long lifespan, low cost of ownership and superior quality.

We offer S|Lighting fixtures for virtually every application. Our lighting products have an IP65 environmental rating and can withstand extreme conditions.

S|Lighting

Sansi’s lighting technology utilizes a unique design for thermal management. Each LED features a puck system which opens the product, allowing for much better heat transfer through convection instead of relying on large and bulky heat sink fins.

This feature, coupled with high-grade diodes, allows S|Lighting products to have an efficacy of over 95 lumens/Watt.