



Zurich

The Challenge

After a modification to corporate identity on a global basis, Zurich tendered for the rights to update their iconic Mount Street sky sign in North Sydney to reflect the new corporate image.

Initially this update only included the neon element of the sign. Claude Neon responded with a plan to not only replace the existing neon structure with an unavoidable exposed neon design, but also to refurbish the ASX data board with a new dynamic LED display with an instantaneous live data feed via wireless modem to the ASX headquarters.

The Result

Due to the moving elements of this display, the council approval process required Claude Neon to engage in extensive negotiation on behalf of Zurich and ASX to ensure all council and RTA requirements were met.

Claude Neon incorporated a range of suppliers to provide the end solution and the project included scoping, removal, makegood, council documentation, manufacture and installation.

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