

INTERNSHIP REPORT 2022-23

LED VISION LED SCREEN RENTALS SERVICES

SUBMITTED TO

DEPARTMENT OF MANAGEMENT STUDIES

(MBA-INTEGRATED)

GOA BUSINESS SCHOOL

IN PARTIAL FULFILLMENT FOR THE AWARD OF THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

(INTEGRATED:HOSPITALITY, TRAVEL AND TOURISM)

BATCH (2018-2023)

BY

SUMEET DHONKALKAR

1803

AUGUST 2023



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OFFER LETTER



LED VISION

#2534 Lakherem Bordem Bicholim Goa

Pin: 403504

Email: ledvision0123@gmail.com

Mob: 8805961807 / 8806986007

Date: 06/01/2023

Dear Sumeet Dhonkalkar,

Congratulations!!! LED VISION is pleased to offer you the position of 'AV Technician'.
Please read the terms set forth in this Offer Letter:-

1. Your date of employment will commence on 10th January 2023
2. Your Salary on induction will be 12000/- p.m. plus incentives as per events schedule. As discussed, and mutually agreed, you undertake to keep confidential.
3. During your internship period of 6months either party has the right to terminate the contract by giving a one-month notice period.
4. A formal letter of appointment with detailed Terms and Conditions will be issued to you at the time of joining.

I would appreciate, if you could sign and return one copy of this letter to indicate acceptance of the position and terms of the appointment along with the following documents:-


1. Four latest Passport size-colored photographs and digital copy
2. Proof of Date of Birth
3. Educational Qualification Certificates
4. Work Experience/ Relieving Certificates from previous Organizations
5. I.D. Proof – Copy of Aadhaar Card/ Driving License/ Passport
6. PAN Card Copy

This offer stands void if any information furnished by you is found to be false.


Prasad Salkar
LED VISION

ACCEPTANCE

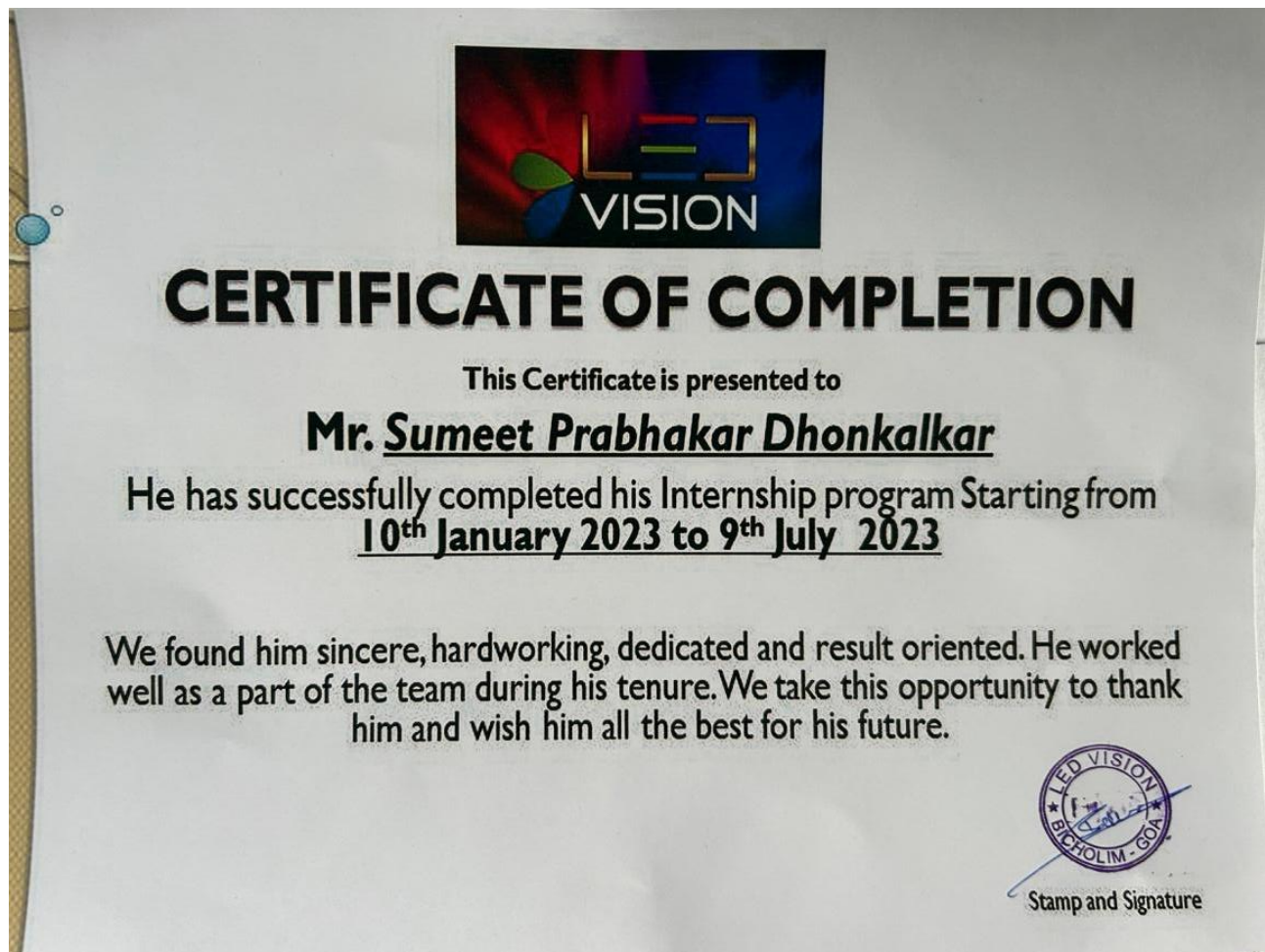
I, Sumeet P Dhonkalkar have read & understood the written terms and conditions of employment as stated and referred to in this document relevant to my employment with LED VISION.

Signature: 

Place: Pissurlem

Date: 10/01/2023

Certificate of completion



Declaration

I, Sumeet Dhonkalkar have read, understood and accepted the written terms and conditions of employment as stated and referred to in this document relevant to my employment with “LED VISION”.

Employee Signature:

Date:

ACKNOWLEDGMENT

The journey started as a student towards Professional life with the aim in mind to learn the practical aspect of life. Without the direction and aid of numerous people, who in various ways contributed and extended their valued assistance in the preparation and completion of this study, this report would not have been possible.

I would like to start this internship report by expressing my sincere gratitude to the owner, Prassad Salkar, Rahul Phadke, for giving me the chance to work as an intern in a company and successfully complete my internship. I would like to extend my gratitude to all the people who were associated with me and helped me throughout this internship.

I'd like to thank Goa Business School (Goa University) for offering an internship program that lasted for six two months and gave me the chance to get real-world work experience in the organization.

Executive summary

The overview of the report is about me as an intern with the company LED VISION. They provide best rental service of led screen to different occasions or events across Goa. This report contains information about the organization/company and my responsibilities or tasks performed throughout the period between 10th January to 9th July 2023.

During my training period, I mainly worked in the operating ,setting up the screen , handling the content of clients, etc. Besides that, my purpose of the internship is to gain knowledge and build my professionalism skills as it will be very helpful in my near future career.

Chapter 1. :COMPANY PROFILE

Prassad Salkar, aged 30, B.E. Mechanical, from Bicholim (Goa). Founder & proprietor of LED vision Goa serves LED wall rentals service across Goa in top 5-star hotels and various other functions. LED vision rental provides services all over Goa (NORTH GOA AND SOUTH Goa) there are 5 people working under this company

. After working for several years in different industrial sectors namely pharmaceutical, cable manufacturing, telecom industry, finally decided to venture out and make own identity and started business in the service sector incorporated in late Dec 2017.

Being in the service industry for more than 5 years , the ultimate goal is to be the best service provider in the industry by meeting & exceeding the expectations of our clients through innovative ideas & the delivery of excellent service.

LED VISION has a team with innovation, professionalism and strong sense of responsibility, the company's main service includes the installation of rental LED DISPLAY indoor as well as outdoor for events such as conference, marriage, advertisement, etc. LED VISION company uses the latest technology and skilled team ensuring they always deliver events with utmost precision.

The main aim of this company has always been to exceed client expectations with service, techniques, and experience to bring client vision to life on schedule and budget. Operates in all LED screen sectors, supplying leading AV rental companies, installations for the sports, advertising and retail markets and the design of bespoke products for specific applications.

1.2 Mission Values and Business Objectives of the Company

MISSION:

" Mission is to revolutionize visual experiences through cutting-edge LED screening solutions that captivate, inform, and inspire. We are committed to pushing the boundaries of technology, creativity, and innovation to deliver exceptional visual solutions that leave a lasting impact on audiences worldwide."

Values:

- **Innovation:** We constantly seek new ways to innovate and push the boundaries of LED
- screen technology, setting trends and staying at the forefront of the industry.
- **Quality:** We are dedicated to delivering products of the highest quality, ensuring that every LED screen we provide meets or exceeds industry standards and customer expectations.
- **Customer-Centric:** Our customers are at the heart of everything we do. We strive to understand their needs and provide tailored solutions that help them achieve their goals.

- **Collaboration:** We believe in the power of collaboration - both within our team and with our clients. By working together, we can achieve remarkable outcomes and drive positive change.
- **Sustainability:** We are committed to environmental responsibility. Our LED screens are designed with energy efficiency in mind, and we continuously seek ways to minimize our ecological footprint.
- **Creativity:** We encourage and celebrate creativity in all aspects of our work. Our LED screens are not just tools, but canvases for artistic expression that elevate brands and messages.

1.3 Business Objectives:

- **Innovative Product Development:** Continuously research, develop, and introduce new LED screen products that incorporate the latest technologies and features to meet evolving market demands.
- **Market Leadership:** Establish ourselves as a recognized leader in the LED screen industry by delivering state-of-the-art solutions and maintaining a strong market share.
- **Customer Satisfaction:** Maintain a high level of customer satisfaction by providing exceptional pre-sales and post-sales support, customized solutions, and reliable products.
- **Global Expansion:** Expand our reach to new geographic markets by establishing strategic partnerships and distribution channels, allowing us to serve a diverse range of clients worldwide.

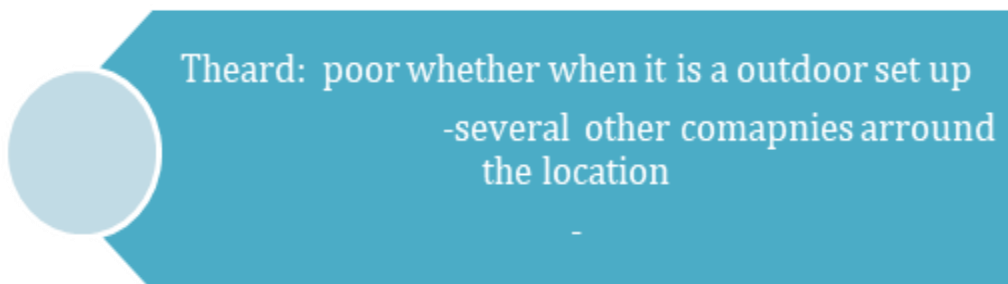
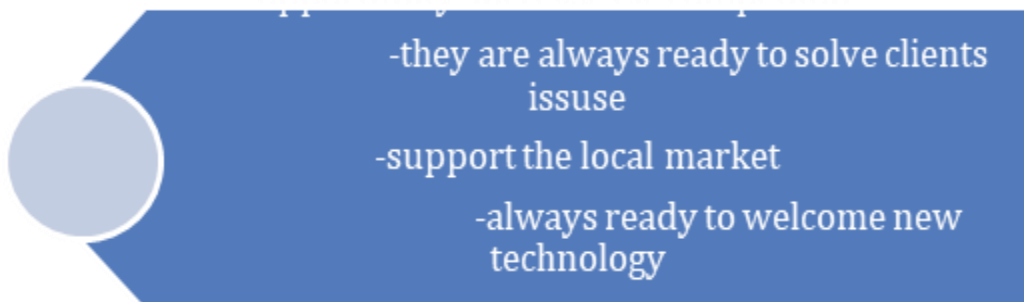
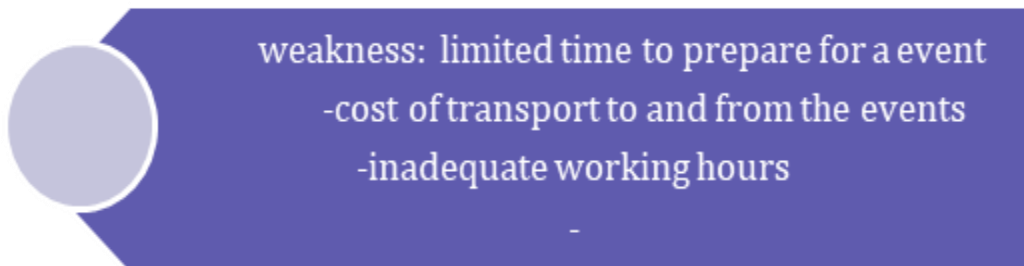
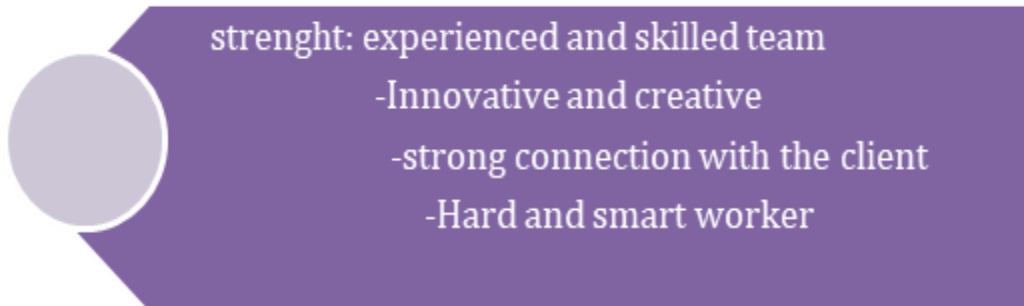
- **Technical Excellence:** Invest in research and development to ensure that our LED screens remain technologically advanced, reliable, and adaptable to various applications.
- **Sustainability Integration:** Incorporate sustainable practices throughout our operations, from manufacturing and packaging to product lifespan and end-of-life disposal, to reduce environmental impact.
- **Talent Development:** Nurture a culture of learning and growth within our team, attracting and retaining top talent while fostering an environment of collaboration and innovation.
- **Brand Recognition:** Strengthen our brand identity through consistent marketing efforts, participation in industry events, and the showcasing of successful LED screen installations.
- **Financial Growth:** Achieve sustainable financial growth by effectively managing costs, optimizing processes, and identifying new revenue streams in line with our mission and values.
- **Community Engagement:** Engage with local communities and contribute positively by participating in relevant social and environmental initiatives, aligning with our commitment to corporate social responsibility.

These mission values and business objectives collectively guide the led screening company towards its goals of innovation, customer satisfaction, growth, and positive impact on both the industry and society.

1.4 Swot analysis

A swot analysis describes the strength, weakness, opportunities and threat.

Strength and weakness are the internal factors of the company and opportunity, and threat are the external factors of the company.



SWOT ANALYSIS

Strengths:

- **High-Quality Visuals:** LED screens provide superior visual quality, making events more engaging and memorable.
- **Versatility:** LED screens can be used for a variety of events, from concerts and sports events to corporate presentations and outdoor movie screenings.
- **Innovative Technology:** Offering cutting-edge LED screen technology can attract tech-savvy clients seeking unique event experiences.
- **Customization:** LED screens can be tailored to various sizes and shapes, enhancing the flexibility to fit different event venues.
- **Branding Opportunities:** LED screens can display branding, logos, and advertisements, providing additional revenue streams and visibility for sponsors.

Weaknesses:

- **Initial Investment:** Acquiring high-quality LED screens can be expensive, potentially posing a financial challenge for a new or small company.
- **Technical Expertise:** Managing and operating LED screens requires skilled technicians, which can be a limitation if there's a shortage of qualified personnel.
- **Logistical Complexities:** Transporting, setting up, and dismantling large LED screens can be complicated, particularly for outdoor events or challenging venues.

- **Dependence on Power:** LED screens require a stable power supply, which might be a concern in outdoor or remote locations.
- **Competition:** The market for LED screening events could become saturated, increasing competition and putting pressure on pricing and differentiation.

Opportunities:

- **Event Market Growth:** The demand for visually appealing events is on the rise, creating opportunities for LED screening companies to offer unique solutions.
- **Outdoor Events:** LED screens are particularly valuable for outdoor events like festivals, concerts, and drive-in theaters, which have gained popularity.
- **Corporate Sector:** Corporate events, trade shows, and conferences are adopting LED screens for presentations, branding, and engaging attendees.
- **Partnerships:** Collaborating with event planners, production companies, and venues can expand your reach and client base.
- **Content Services:** Offering content creation and management services can add value to your offering and generate additional revenue.

Threats:

- **Technological Advances:** Rapid advancements in technology could quickly make current LED screen models obsolete, necessitating frequent upgrades.

- **Economic Downturn:** During economic recessions, companies might cut back on event spending, affecting demand for LED screening services.
- **Regulatory Challenges:** Local regulations, permits, and noise ordinances can impact the feasibility of outdoor LED screening events.
- **Supply Chain Disruptions:** Dependencies on suppliers for equipment and components could lead to delays or cost fluctuations.
- **Price Wars:** As the market grows, competitors might engage in price wars, potentially lowering profit margins for all players.

Remember that this SWOT analysis is just a starting point. It's crucial to periodically revisit and update your analysis to reflect changes in the market, technology, and your own company's circumstances.



Chapter 2.: Product /services

Rental led display literally means the LED display for the rental market. It is also called led display rental or led display for hire. It should include all the LED displays which are rentable such as permanent installation LED billboard display for advertising, mobile LED display trailer for live broadcasting and even perimeter banner LED video display, etc.

Rental LED display service from manufacturers refer to such an LED display with a very lightweight, slim and sleek panel, support fast setup and dismantle, and could be removable. For instance, the LED display for the concert, mobile stage background, and music festival, conference, etc. where the LED display just is there for a few days or for a certain period of time, then it will be taken down and transported to other locations for new events.

The rental LED screen display is categorized into indoor and outdoor rental LED displays. Normally, for the same series rental LED screen display, both indoor and outdoor models share the same panel design and can be installed on one screen.

Indoor rental LED screen display is usually used for indoor events like exhibitions, fashion shows, car shows, wedding and conference room etc. where require no waterproof on the LED display and no need high brightness. But the LED screening display has to be qualified to deliver high image quality and high visual performance.

Outdoor rental LED screen display is widely used for outdoor events like sports venues, touring, concert, music festival, college events etc. where to require the LED display has to be waterproof (IP65 or IP54) and high brightness (more than 5000nits). Considering the viewing distance, such outdoor events are not very picked on the pixel pitch but pay more attention to its durability and stability.

2.1 Services:

- **Consultation and Design:** Working with clients to understand their needs and designing custom LED solutions that meet their requirements.
- **Installation and Setup:** Providing professional installation services for LED screens, ensuring proper placement, wiring, and configuration.
- **Content Creation:** Designing and creating engaging content that is optimized for LED screens. This could include static images, animations, videos, and interactive elements.
- **Maintenance and Support:** Offering ongoing maintenance services to ensure the longevity and optimal performance of the LED displays.
- **Rental Services:** Providing LED screens on a rental basis for events, trade shows, concerts, and other temporary installations.
- **Remote Management and Control:** Offering software solutions that enable clients to remotely manage and update the content displayed on their LED screens.

- **Technical Support:** Providing technical assistance for troubleshooting, repairs, and addressing any issues that may arise with the LED displays.
- **Training:** Training clients on how to operate and manage their LED screens effectively.
- **Integration with Other Technologies:** Integrating LED screens with other technologies such as cameras, sensors, and data feeds to enable dynamic content displays based on real-time information.

Remember that the specific products and services offered by a LED screening company can vary based on their specialization, target market, and technological advancements.

2.2 How to Rent LED DISPLAY

1) Plan and Contact

First, you need to consider whether you need to rent an LED display screen and where to find the installation site. That means, you need to figure out some basic information, for example, how many people will be there at your events, what is the viewing distance, etc. Then you can begin the search process for potential providers. For example, you can search the company name to enter the official website. Usually, there are special service staff waiting for you and will give you the corresponding information depending on your demand.

2) Contract and Prepare

Once you accept the quote, you can turn to the next step. LED providers often require a down payment as the credit, and the percentages can be different depending on

regulations of different companies. If you cancel the contract midway, the down payment may be non-refundable.

Then your providers will offer you a set of medium-sale services such as helping you deal with problems in logistics. Besides, a “run of show” (a document detailing what content to play) usually will be required before your events.

3) Execute

Before your event day, you will need at least 1 LED technician to arrive onsite to operate the rental LED display screens or troubleshoot any potential problems. Once the event is completed, your technicians will tear down the equipment. You can give feedback to the sales staff or they may ask for a review of their services

2.3Pricing of Rental LED Display

1) Resolution

Depending on your specific application, there are LED displays with the most appropriate resolutions. The pixel pitch, viewing distance, using time, application site all needed to be considered when choosing the right resolution. And the higher resolution sometimes means the higher cost comparatively.

2) Outdoor Or Indoor

Generally, indoor rental LED displays are cheaper than outdoor rental LED displays because of many factors. For example, the outdoor LED displays need to be more durable and brighter, whereas the other one may not require that much.

3) Installation

The complexity of the installation project will reflect on the price. Sometimes, a trussing system must be built to support an in-depth screen. Besides, the labor cost is also a concern. More complex the installation and the more intense the timeframe, the labor resources will be more expensive.

4) Using Time

The price will go up as time goes by, with the first day being the most expensive, and consecutive days costing will be around 20% of that of the first day.

2.4 Typical Application Scenarios

Many businesses today are taking advantage of led screens for rental, whether for outdoor or indoor use. These versatile displays can be used in a variety of scenarios .from stage performances and conferences to weddings .

1.Stage Performance

As we all know, the market for stage rental LED display has huge potential as the countless concerts, opening ceremonies and variety show all over the world. It's brilliant brightness and high color contrast being rich resources for audiences to immerse in the performances and the colorful screens with flexible switching pictures create a powerful visual impact and artistic appeal. All these leave the rental LED display as an indispensable role of the stage performances.



2. Hotel or Resort

Hotel or resort rents LED displays now is a new trend of LED display business as more and more companies choose to hold annual meetings, product launches, conferences and returns in hotels. Most of them tend to give priority to the one with LED displays, and the demand for renting LED display boards rises. So far, the demand has become even more exuberant, and rental LED displays are gaining more attention from investors.



3. Wedding

The wedding can be one of the most important moments for people and various audiovisual media are beneficial tools to heighten the atmosphere. Therefore, rental LED screen plays a vital role since the projector may cause images projected on audiences' bodies then affect the atmosphere and rental TV is often not large enough.



4. Club/DJ Events

Whether there is a big party or a debut of a band at a club, rental LED displays can deliver valuable atmosphere and information since it is a media that integrates sound and image.

For DJ events, sometimes called electroacoustic music festivals, an extremely enthusiastic atmosphere can be a judgment of whether it is successful, thus LED display screens can be vital as the ability to immerse the audiences.



The content can be various such as sponsored videos, games, camera feeds, safety alerts, directional signage, advertisements, etc. Almost everything you want to display can be presented by a rental LED wall.

2.5 Advantages of rental LED display

Speed and efficiency are two vital elements of AV rental companies. When referring to event preparation, it is normally an integration of many different types of equipment like audio, video, lighting, truss frame, stage set-up, chairs, carpets, etc. All this stuff has to be arranged and configured ready before the event within a very limited working time.

2.6 Factors to be consider of Installation LED Screen Rental

1.Before Installation

i. Appropriate design according to event place:

The LED display rental company needs to provide installation design plan according to the event place after analyzing the post including size of the place, visual distance, expected visual effects and surrounding environments.

ii. The number of LED screens needed:

Before the installation, the number of LED screens needed should be calculated. What is more, according to the number of LED displays how many electrical wires and signal wires and other related equipment will be needed should be figured out, too.

iii. **Installation methods:**

There usually are two typical installation methods including stacked installations and hanging installations depending on several factors such as the weight capacity of the supporting structure, the number of LED display panels and environment.

Determining which one is suitable is a necessary task which needs some research as this will influence the final displaying effect and safety of audiences.

iv. **Labor Preparation and training:**

Basically, there will be two groups of staff, they will be in charge of the installation and operation of the rental LED screens separately. They need to have basic trainees about the screens to install and run them in an appropriate way.

2.During Installation

- i. **Avoid collision of corners** of the LED display rental cabinet during installation, because LED lamp beads are susceptible to damages caused by pressure.
- ii. **Keep the LED cabinets remaining level and at a steady speed** when taking them out from the packing boxes to avoid possible friction between the box and the surface of the cabinet.

- iii. When connecting the power cable and signal cable between different LED cabinets, you can choose to **connect them through mounting hole** to ensure the aesthetic appearance.
- iv. Use **reliable supporting equipment**: the weight capacity, strength and stability of the supporting equipment will have a strong impact on the safety of the rental LED screen displays.
- v. Ensure the **tight connection** between different LED panels. The whole rental LED wall is usually assembled by LED cabinets. And if one of them is not connected with the other firmly, the panel may fall apart and cause safety issues.

3.After Installation

- i. After the event, arrange the power cable and signal cable, and store the LED cabinet in the right place to prevent moisture or excessive heat.
- ii. When putting the LED display module into the storage bins, please do it gently and slowly to avoid unnecessary damage.

Chapter 3.: Tasks Handled

The role of handling tasks in an event company requires strong organizational skills, attention to detail, effective communication, and the ability to work well under pressure. Event professionals often need to be adaptable and resourceful to ensure successful events that meet or exceed client expectations.

1.Setting up of LED screen for an event:

Connect the two display sections. The two sections contain the preassembled panels, integrated image processor, and media player, connectivity panel integrated into the frame, and one power cable.

Step 2: Mount the display on the wall (or onto the optional motorized stand)

Step 3: Apply LED tiles, plug the power cord into an outlet and enjoy your content.

2. Screen configuration:

- Basically, Wiring and Connection -there are 2 ways to connect led display with the content player and PC. FIRST METHOD -Network connection with ethernet cables and SECOND METHOD - WI-FI access point connection

STEP 2: Downloads and install the content on the screen

STEP 3: Configuring the LED display with software

3.Content handling:

- Collecting the data from the client via online method or pendrive, hard disk.

Content can be mostly background, powerpoint Presentation /slides, videos, virtual meeting links, photos, Graphics, visuals etc.

Step 2: downloading or copying the data or

Providing them HDMI cable if client wants to run the content on their laptop

Step 3: Displaying data on the screen with the help of processor or switcher

4 Custom contents making:

- Personalizing things as per the requirement and need.This could be by outsourcing editor or graphics designer to create custom designs logo, videos, presentation and various other things.

Creating custom content for LED screens requires a combination of creative design skills, technical knowledge, and understanding of the target audience. Collaboration between designers, animators, content creators, and the technical team is crucial to ensure that the final content effectively achieves its intended purpose on the LED screen.

5.Design and Creation:

- Use graphic design software (such as Adobe Photoshop, Illustrator, After Effects, or specialized LED content software) to design the content.
- Create visuals that are high-resolution and visually appealing, considering the color palette, contrast, and legibility.
- Optimize content for the LED screen's resolution to ensure crisp and clear visuals

6.Animation and Motion:

- Utilize animations and motion graphics to enhance the visual impact of the content.
- Plan transitions between different elements and scenes for a smooth and engaging viewing experience.

7.Text and Typography:

- Use legible fonts and typography that can be easily read from a distance.
- Keep text concise and impactful, conveying the message effectively within the limited attention span of viewers.

8.Brand Integration:

- Incorporate brand elements such as logos, colors, and slogans to maintain brand consistency.
- Ensure that the content aligns with the overall brand identity and message.

9. Testing and Revisions:

- Test the content on a simulation of the LED screen to identify any visual discrepancies or issues.
- Make necessary adjustments and revisions to optimize content for the actual screen.

10. Content Formats:

- Convert the content to the appropriate file formats supported by the LED screen's playback system (e.g., MP4, AVI, MOV).

11. Content Management:

- Organize and categorize content for easy management and scheduling on the LED screen.
- Use content management systems (CMS) to schedule and play the content at specific times.

12. Real-time Interaction (Optional):

- Depending on the capabilities of the LED screen, consider incorporating real-time data, social media feeds, or interactive elements to engage the audience further.

13. Regular Updates:

- Keep content fresh and updated to maintain audience interest and relevance.
- Plan a content refresh schedule based on the frequency of screen usage.

14. Hands-on experience (number of cases handled)

Handling tasks in an event company involves a wide range of responsibilities to ensure the successful planning, organization, and execution of various events. Here's a breakdown of the tasks typically managed by individuals or teams within an event company:

15. Event Planning:

- Collaborate with clients to understand their event objectives, expectations, and budget.
- Develop event concepts, themes, and design elements.
- Create event timelines, schedules, and budgets.
- Source and secure event venues, vendors, and suppliers.
- Coordinate logistics such as transportation, accommodation, and catering.

16. Event Marketing and Promotion:

- Develop marketing strategies to promote events and attract attendees.
- Create promotional materials, including flyers, posters, and online content.
- Manage social media campaigns and online ticket sales.
- Implement email marketing and communication to potential attendees.

15.Event Coordination:

- Manage RSVPs, registrations, and attendee lists.
- Coordinate event setup and decor.
- Oversee audiovisual and technical setups.
- Coordinate transportation and accommodation for attendees and VIPs.
- Handle onsite event registration and check-in processes.

16.Logistics and Operations:

- Ensure all necessary permits and licenses are obtained.
- Manage event production, including stage setup, lighting, sound, and visuals.
- Arrange for security and crowd control if needed.
- Coordinate transportation for equipment and materials.
- Handle any unexpected issues that arise during the event.

17.Client Communication:

- Maintain regular communication with clients to provide updates and gather feedback.
- Address client concerns and changes to event plans.
- Manage client expectations and ensure their satisfaction.

18.Budget Management:

- Track event expenses and adhere to the allocated budget.
- Negotiate contracts and pricing with vendors and suppliers.

- Monitor financial aspects of the event, including invoicing and payments.

19.Post-Event Activities:

- Conduct post-event evaluations to assess what worked well and areas for improvement.
- Collect feedback from clients, attendees, and stakeholders.
- Prepare post-event reports summarizing the event's success and key metrics.
- Manage follow-up communication and thank-you notes.

20.Team Coordination:

- Manage and coordinate the efforts of various teams, including event planners, designers, marketers, and operations staff.
- Delegate tasks and responsibilities to ensure smooth execution.

21.Creativity and Innovation:

- Brainstorm innovative ideas to make events memorable and unique.
- Stay updated with event industry trends and incorporate fresh concepts.

22.Emergency Preparedness:

- Develop contingency plans to address unexpected situations or emergencies.
- Train staff on how to handle unforeseen issues during events.

3.1 Software Used:

There are several software applications used for controlling and managing LED screens, whether they are used for digital signage, entertainment, events, or other purposes. The choice of software depends on the specific requirements of the LED screen setup. Here are some commonly used software options:

- **Novastar:** Novastar is a well-known company that provides LED display control solutions. They offer a range of software products like NovaStudio, NovaLCT, and SmartLCT for configuring and managing LED screens.
- **Colorlight:** Colorlight offers software solutions like iSet and ViPlex for configuring and controlling their LED display products.
- **Linsn:** Linsn provides software tools such as LEDStudio and LEDSet for configuring and managing LED displays.
- **X2O Media:** X2O Media provides a platform for digital signage and content management. It's used for creating and displaying content on LED screens.
- **Scala:** Scala is a digital signage software platform that allows you to create, schedule, and manage content for LED displays.
- **MediaMaster:** MediaMaster is a popular software for managing video content and mapping it onto LED screens. It's often used in live events and entertainment settings.
- **Resolume:** Resolume is another software commonly used in live events for VJing and mapping video content onto LED screens.

- **MadMapper:** MadMapper is specifically designed for projection mapping and can also be used for mapping content onto LED screens.
- **PixelFLEX LED:** PixelFLEX offers software solutions for their LED displays, allowing users to control content playback and configuration.
- **OnSign TV:** This is a cloud-based digital signage platform that can be used to manage content on LED screens remotely.
- **BrightSign:** While BrightSign primarily offers hardware for digital signage, they also provide software solutions for content creation and management.
- **Watchout:** Watchout by Dataton is a versatile software used for multi-display setups, including LED screens, in events and shows.

The choice of software depends on factors like the type of LED screen, the content you want to display, the level of control you need, and the specific features you require. It's a good idea to consult with the LED screen manufacturer or an expert in the field to determine the best software solution for your needs.

3.2 Some of the things needed to screen set up

An LED wall typically comes with several components that are necessary for its setup, operation, and maintenance. The specific components included may vary based on the manufacturer, model, and specifications of the LED wall system, but here are the common components you can expect to find when purchasing an LED wall:

- **LED Panels:** The core of the LED wall, these panels consist of arrays of individual LED modules that form the display surface. They are responsible for emitting light and displaying the content.
- **Mounting Structure:** Many LED wall systems include a mounting structure or frame that holds the LED panels in place. This structure ensures stability and correct alignment of the panels.
- **Controller or Video Processor:** The controller manages the input signals and processes the content to be displayed on the LED panels. It may also handle tasks like scaling, color correction, and content splitting for multi-panel configurations.
- **Cabling and Connectors:** LED walls require various cables and connectors to link the panels, controller, and content sources. This could include HDMI cables, DisplayPort cables, Ethernet cables, and more.
- **Power Distribution and Cabling:** LED panels require power to operate, and the system typically includes power distribution units and cabling to provide electricity to each panel.

- **Content Source:** While not always included, some LED wall systems come with a content source device, such as a media player, computer, or video switcher, which provides the content to be displayed on the LED panels.
- **Software:** Some LED wall systems provide software for content creation, management, and scheduling. This software allows you to create graphics, videos, animations, and text overlays for display on the LED wall.
- **Calibration Tools:** High-quality LED walls often include calibration tools and software that help ensure uniform brightness, color accuracy, and consistent performance across the panels.
- **Remote Control or Control Panel:** Some systems come with remote control devices or control panels that allow you to adjust settings, switch between content sources, and perform basic operations.
- **User Manuals and Documentation:** Manufacturers typically provide user manuals, installation guides, and documentation to help you set up and operate the LED wall correctly.
- **Warranty and Support Information:** LED wall systems usually come with warranty information and details about available customer support, maintenance, and service options.
- **Optional Accessories:** Depending on your needs, optional accessories might be available, such as spare parts, additional panels for future expansion, protective cases, or specialized mounting hardware.

The specific components and features included with an LED wall system can vary widely based on factors like the manufacturer, model, intended use, and price point. When purchasing an LED wall, it's important to carefully review the specifications and inquire about what is included to ensure that you have all the necessary components for a successful installation and operation.

Chapter 4.: LEARNINGS

These learnings can contribute not only to your success within the LED screening event company but also to your personal and professional growth in various industries related to technology, events, marketing, and more.

1.Improved communication skills:

Employees will be better able to communicate with each other and share ideas when they have had time to practice communicating in a constructive manner.

Working in an LED screening event company have provided me with a range of valuable experiences and

insights. Here are some potential learnings you might gain from such an experience:

2. Technical Expertise: Working with LED screens involves understanding the technology behind them, including pixel density, resolution, color calibration, and content management systems. Developong technical expertise in setting up, troubleshooting, and maintaining these screens.

3. Event Management: How to plan and execute events involving LED screens. This includes coordinating with clients to understand their requirements, designing and curating content, ensuring proper installation, and managing the event flow.

4. Visual Content Creation: Creating visually appealing content that effectively utilizes the capabilities of LED screens is crucial. You'll gain skills in graphic design, animation, and video production to produce content that captivates the audience.

5. Client Communication: Effective communication with clients is essential to understand their needs, provide updates on the project's progress, and address any concerns. You'll learn how to manage client expectations and maintain a professional relationship.

6. Problem Solving: Events rarely go without a hitch. I have developed strong problem-solving skills as you encounter technical glitches, unexpected issues with equipment, or last-minute changes in plans.

7. Time Management: LED screen events often have tight schedules. Learning to manage your time efficiently, prioritize tasks, and adapt to unexpected changes will be valuable not just in your current role but also in future endeavors.

8. Collaboration: Successful LED screen events require teamwork. Collaborating with various departments such as design, technical, logistics, and operations. Learning to work effectively in cross-functional teams is a skill that transcends industries.

9. Creativity: Designing captivating visuals that engage the audience requires creativity. How to think outside the box to create unique and memorable experiences for event attendees.

10. Adaptability: Event settings can vary significantly, from indoor conferences to outdoor festivals. Learning to adapt your setup and content to different environments and conditions will be an important skill.

11. Networking: Working in the events industry exposes you to a wide range of professionals, including clients, vendors, and colleagues. Building a strong network can open up opportunities for collaboration and future growth.

12. Attention to Detail: Precision matters in setting up LED screens. Developing a keen eye for detail ensures that the screens are aligned, the content is visually appealing, and the overall presentation is flawless.

13. Customer Satisfaction: Ultimately, the success of LED screen events is measured by customer satisfaction. Learning to prioritize the client's needs and deliver an outstanding experience can lead to repeat business and positive referrals.

14. Crisis Management: When unexpected issues arise during an event, I have learnt how to stay calm under pressure and make quick decisions to minimize disruptions and keep the event on track.

15. Marketing and Sales: Understanding the value proposition of LED screens and effectively conveying it to potential clients contributes to the company's growth. I have gained insights into marketing strategies and sales techniques.

16. Industry Trends: The events industry is constantly evolving. Working in an LED screen event company will keep you updated on the latest technological advancements, design trends, and audience preferences.

Chapter 5.: Challenges

- **Image Quality and Consistency:** Ensuring consistent image quality across all LEDs in a display is challenging. Variations in color, brightness, and pixel uniformity can lead to visual inconsistencies, especially in large displays.
- **Technical issues:** this was the issue most faced during the work. Laptop hung, technical glitch, faulty cables, bad weather when outdoor, higher resolution files, unsupported files etc.
- **Color Accuracy:** Achieving accurate and consistent colors across different LED modules can be difficult. Matching colors across displays and maintaining color accuracy over time can be a challenge.
- **Viewing Angles:** LED displays can have limited viewing angles where the image quality remains optimal. Ensuring good visibility and uniformity for viewers at different angles is essential, especially for outdoor displays.
- **Calibration and Maintenance:** LEDs can degrade over time, affecting color accuracy and brightness. Regular calibration and maintenance are required to ensure that the display performs as intended over its lifespan.
- **Pixel Pitch and Resolution:** Selecting the right pixel pitch (distance between individual LEDs) for the intended viewing distance is crucial. A mismatch between pixel pitch and viewing distance can result in a pixelated or blurry image.

- **Environmental Factors:** Outdoor LED displays face challenges such as weather, temperature variations, and exposure to dust and debris. Ensuring that the display is built to withstand these conditions is important for durability.
- **Power Consumption and Efficiency:** LEDs can consume a significant amount of power, especially in large displays. Balancing image quality with power efficiency is a challenge, particularly for outdoor installations where power consumption is a concern.
- **Content Creation and Optimization:** Designing content that looks great on LED displays can be challenging. Designers need to consider factors like resolution, color gamut, and pixel density to optimize content for LED screens.
- **Integration and Compatibility:** Integrating LED displays with other systems, such as content management software, control systems, and networking infrastructure, can be complex and may require technical expertise.
- **Cost:** High-quality LED displays can be expensive to purchase and install. Balancing budget constraints with the desire for a high-quality display can be a challenge.
- **Regulations and Permits:** Outdoor LED displays may need to comply with local regulations regarding brightness levels, content type, and viewing angles. Obtaining the necessary permits can be time-consuming and challenging.
- **Transportation and Installation:** Large LED displays require careful transportation and installation to prevent damage and ensure proper functioning. Handling delicate electronic components during transportation and installation can be risky.

- **To address these challenges:** it's important to work with experienced LED display manufacturers, integrators, and content creators who understand the technology and its intricacies. Thorough testing, calibration, and ongoing maintenance are key to ensuring the longevity and optimal performance of LED displays.

APPENDIX 1



APPENDIX 2

Here is my proof at work in an Led screening event. My work includes tasks such as setting up and installing LED screens, configuring the display content and scheduling, ensuring the screens are functioning properly, troubleshooting any technical issues that arise, and coordinating any technical issues that arise . coordinating with the event organizers and clients to meet their specific requirement and providing on-site support throughout the event to ensure a seamless and visually appealing experience for the audience.

Conclusion

It was an amazing opportunity for me to intern at LED VISION RENTAL SERVICE since it gave me insight into how events operate. The knowledge I gained in the classroom, particularly in the areas of communication and quality, helped me throughout my internship program. To sum up my internship report I would say it was a great opportunity to understand the mechanisms of an event company, apply knowledge which I gained from the university course (IMBA) and, finally , learn by gaining practical experience.

I'd amazing time working under the event company on several different tasks from which it allowed me to gain insight into the working of the event company and be more knowledgeable about technical things.

There are undoubtedly issues in any business; the key is how you handle them. It's concerning that the LED VISION RENTAL SERVICES faces fierce competitions with other rentals service providers. With calm and collected ideas, the owner of the LED VISION tries to win the hearts of the customers with his excellent services.

The rental LED displays have transformed visual experiences in various settings, as mentioned in the report. They offer enhanced visual impact,dynamic content display,and improved audience enagement.

