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Thanks to **AMFE**, the project was able to be implemented even at a location **with strict fire safety requirements.**

Michael Schmid, Director R&D at Ströer SE & Co. KG

CASE STUDY

„THE WHALE“

GERMANY'S LARGEST DOOH FORMAT WITH MAXIMUM OPERATIONAL RELIABILITY THANKS TO THE USE OF 400 AMFE UNITS.

With “The Whale,” Ströer has set a new benchmark for digital outdoor advertising at Hamburg Central Station. The LED installation, produced by Daktronics, spans an impressive 38 meters in width and 9 meters in height – a total of 342 square meters of high-resolution, full-motion, 3D-capable LED technology.

With over 500,000 visitors daily, “The Whale” is considered Germany's DOOH touchpoint with the widest reach and is setting new standards for immersive brand experiences.

To ensure the long-term, safe, and trouble-free operation of this extraordinary screen, nearly 400 AMFE units from JOB were installed. These provide integrated fire protection and enhance safety – which is particularly important at one of Europe's busiest transportation hubs.



THE CHALLENGE:

Hamburg Central Station is one of the busiest places in Europe. An LED system of this size and complexity comes with specific requirements:

- Maximum **operational reliability** in a publicly accessible environment
- Minimizing the **risk of failure** on a premium advertising space
- **Installation of the LED wall above the existing fire protection system and above the sprinkler systems.**
- Ensuring the **structural integrity** of a large LED display within historic building structures.
- Ensuring **fail-safe** screen operation under maximum physical stress.

The installation of approximately 400 AMFE units makes it possible to meet fire safety requirements and facilitate the installation.

THE SOLUTION:

AMFE Integration for Maximum Security and Performance

The compact AMFE was integrated directly into the Daktronics LED modules.

It offers:

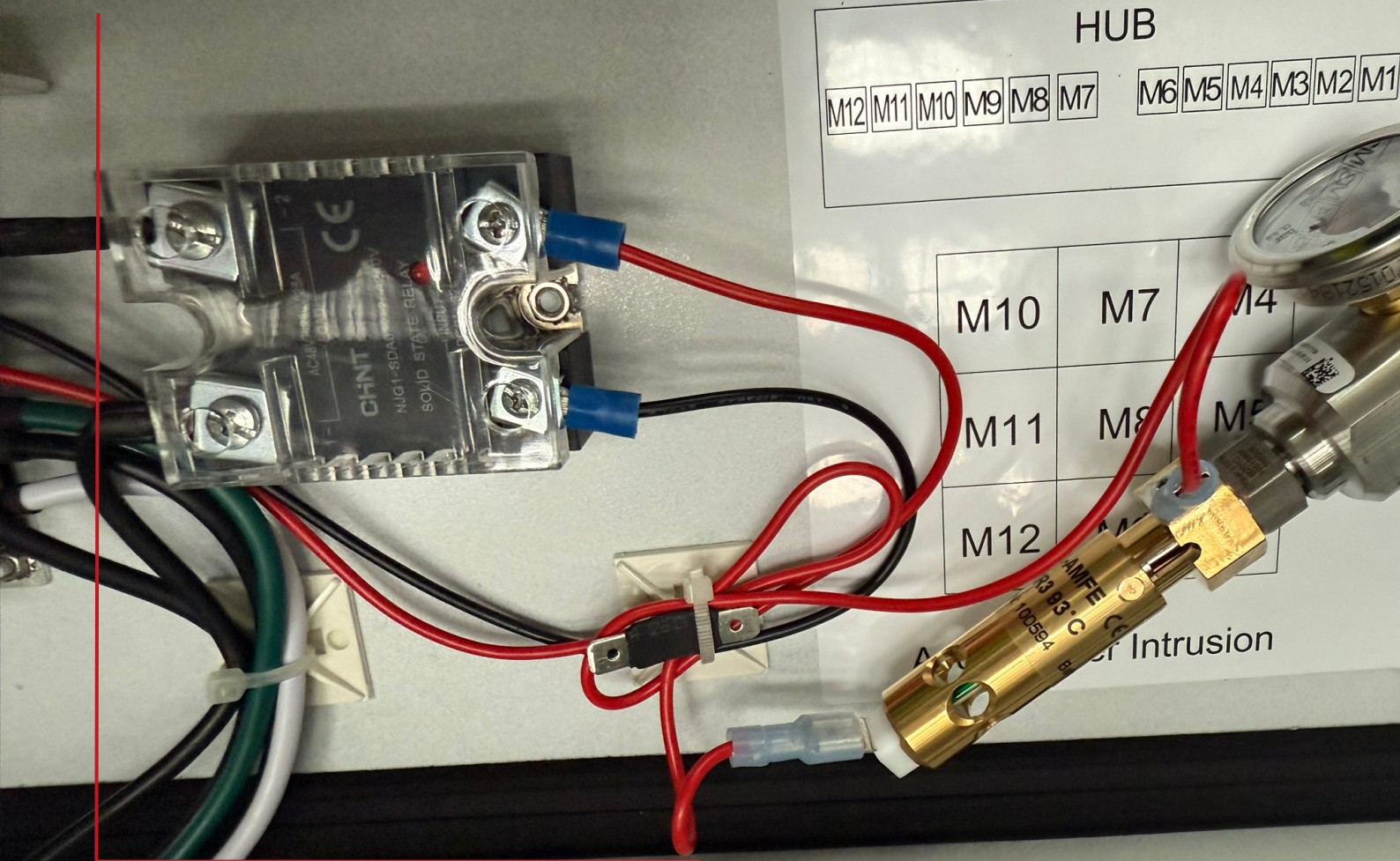
- Automatic **early fire detection and suppression** in every critical area
- Modular **protection** for maximum redundancy
- Minimal amounts of extinguishing agent **without damaging electronics**
- Continuous **operational capability** through rapid, locally confined intervention
- A **level of safety** specifically designed for high-density LED installations

This makes "The Whale" not only Germany's largest DOOH display, but also one of the best-protected and most technologically advanced LED installations of its kind.

Thanks to the AMFE integration, The Whale meets the highest security standards and can consistently deliver on the premium experience for which the installation was designed:

- **Maximum screen uptime** during daily operations
- **Enhanced protection** for electronic components
- **Reliable** DOOH operation in one of Europe's busiest environments





PROJECT SUMMARY:

-  Country: Germany
-  Partner: Daktronics GmbH
-  Customer: Ströer SE & Co. KG
-  Segment: Train station
-  Solution: S-AMFE 93°C with pressure gauge

For more information about the LED screen, visit:

www.stroer.de/werben-mit-stroer/aussenwerbung/dooh/giant-the-whale-hamburg/

For questions about possible applications or technical details about the AMFE mini fire extinguisher, please feel free to contact Nico Kühn (nico.kuehn@job-group.com).



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