



AMERICAN MALL

Digital experience.
Measured investment.

INTEGRATED MASTER STUDY

Audiovisual systems • Architectural lighting
Decorative lighting • Remote CMS • Investor economics

Made and designed for this proposal by
SkyVelor Company
Concept lead: Engineer Khalil Ajouz

11 October 2026 | Revision 04
Concept / feasibility edition — not for construction



An experience-led asset. A transparent investment case.

Separate the whole-mall vision from an affordable, measurable pilot.

\$100,000

Phase-one capital

Six-screen pilot; not the whole mall

\$29,280

Year-one net cash

Illustrative base, before tax / debt

3.31 years

Modelled cash payback

Five-year case, including Y4 refresh

15.8%

Five-year project IRR

Zero terminal / resale value



Invest in a controlled first phase

One fine-pitch indoor LED wall, five professional signage displays, local media players, a 12-speaker audio pilot, selected lighting and a shared content-management foundation. Full-mall LED façades and the suspended atrium feature remain separate investments.



What makes the model investable

Eight commercial positions are sold as a single six-screen network. The base case assumes \$850 per slot per month, 65% average fill and \$10,000 yearly activation revenue. Cash is calculated after concession fees, sales costs and running expenses.

DESIGN NOTE

Base-case five-year net cash distributions total **\$153,019**: the \$100,000 initial outlay plus **\$53,019 net surplus**. This is a project scenario, not a promised dividend or a confirmed investor entitlement.

Financial figures: internally calculated assumptions [F01]; see pages 28–34. No verified footfall, rate card, signed advertising contracts or supplier quotations were provided.

Document control & confidence levels

A credible proposal shows what is verified, what is proposed and what is still unknown.

CONTROL ITEM	REVISION 05 BASIS
Prepared for	American Mall owner / development and investment stakeholders
Prepared by	SkyVelor Company – concept and integration design: Engineer Khalil Ajouz
Branding source	User Library logo reads SKYVELOR INFOTECHS S.L.T. The requested company credit “SkyVelor Company” is used in this edition; legal trading style is to be confirmed.
Location	“Eliposeria” is the client-supplied location wording. Country, site jurisdiction, currency of procurement and applicable authorities remain unverified.
Drawing status	Two DWG uploads, embedded preview images only. No verified scaled floor plans, survey coordinates or room schedule.
Financial status	USD planning allowances, independently calculated scenarios. No vendor quote, contractual return, tax ruling or guaranteed income.
Evidence key	[V] Manufacturer-published family data. [P] Proposed engineering requirement. [C] Calculation. [TBC] Verification / approval hold.

BRAND ASSETS INFILED is shown using a reproduced identification logo; other manufacturer marks remain typeset nameplates. The SKYVELOR company logo is the supplied Library asset. Brand-approved master artwork remains a publication hold.

Confidential concept material. Watermarks identify the proposal origin; they do not constitute a certified digital signature. Third-party architecture, product marks and tenant imagery retain their respective source attribution.

Inside the master study

Clickable sections for the owner, engineer, operator and investor.

VISION & SOURCE BASIS

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All diagrams use matching equipment IDs; coordinate-free schematics are intentionally distinct from the original DWG previews.

Architecture before technology

The original references establish visual intent, not surveyed dimensions or confirmed tenancy.



A — Supplied atrium / skylight reference



B — Supplied entrance / canopy reference



C — Supplied long-façade mood reference



D — Supplied side-frontage reference

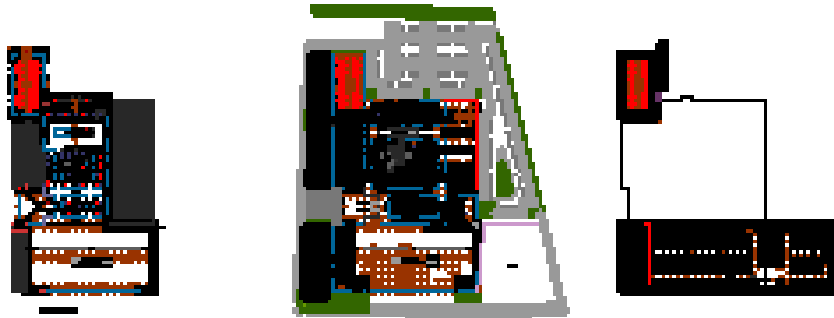
DESIGN NOTE

These views are not a single verified BIM model. Rendered massing and store names vary; final architecture, tenant list, sightlines and screen positions must be reconciled with the architect.

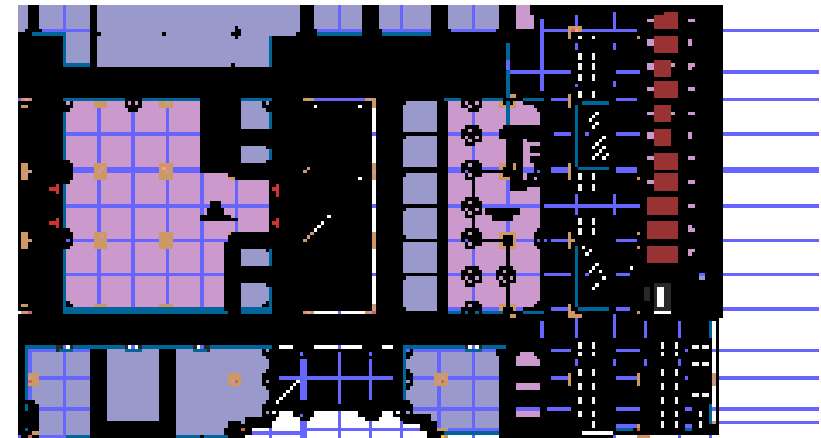
DWG evidence — original previews, clearly separated

No AI-generated redraw is used as an exact floor plan in this revision.

DWG 01 | AMERICAN MALL 15-9-.2026.dwg



DWG 02 | Arabic-named secondary drawing



What is extracted

Original embedded thumbnail rasters: 256 x 123 px and 256 x 126 px. No tracing has been presented as measured building geometry.

What the next drawings must contain

Dimensioned plans and elevations, floor heights, structural support points, egress widths, risers and approved MDF / IDF rooms.

DESIGN NOTE

All subsequent maps are **functional placement schematics**. R-AV01 and zone IDs are proposal identifiers, not existing CAD room labels. No cable length or exact position is claimed.

A named, coordinated technology framework

Product-family references are tied to locations and responsibilities, not just a page of logos.

Amphlett

Client-nominated LED brand

TBC: manufacturer identity, official logo and datasheet required. No model or rating invented.

INFILED

Reference LED engineering

INFILED outdoor LED; WT P1.25 COB indoor. The outdoor SKU, cabinet grid and receiver compatibility require manufacturer approval.

NovaStar

LED processing

COEX MX40 Pro / MX20 and VMP. Firmware / receiving-card compatibility needs joint approval.

SAMSUNG

Indoor signage

QM55C portrait / landscape LCD. Separate touch overlay / PC only where specified.

NAVORI

Content management

Cloud or on-premise evaluation; chosen player stack and licence features require acceptance testing.

BOSE

Distributed audio

Bose Professional DesignMax and PowerShare. Fohhn is an optional atrium alternative.

PHILIPS

Lighting ecosystem reference

Philips / Signify direction requested. Product families below are identified as Color Kinetics, not relabelled Philips SKUs.

Color Kinetics

Architectural + decorative

ColorGraz, BurstScape and Flex Compact Pro, with their compatible power/data systems.

PHAROS

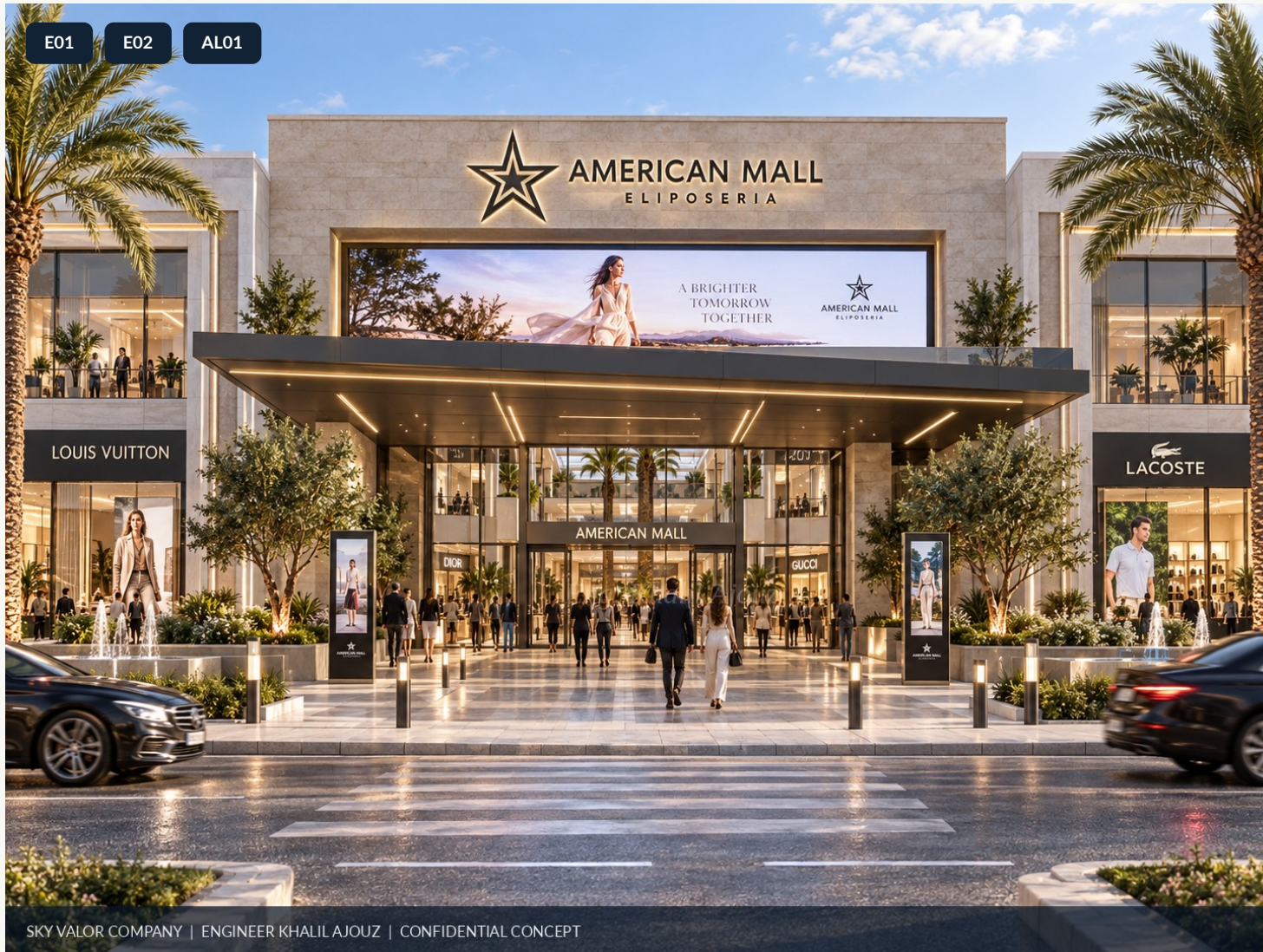
Lighting scenes

Designer LPC 4 eDMX universes; use gateways / local nodes as required.

Nameplate artwork for identification only; no dealer authorisation, endorsement or manufacturer partnership is asserted. Sources [M01–M18].

Arrival: one landmark screen, restrained supporting media

Concept render — installation positions and dimensions are proposals, not measured photogrammetry.



INFILED

NovaStar

PHILIPS

Arrival package

E01: large outdoor LED face.

E02A/B: two arrival pylons.

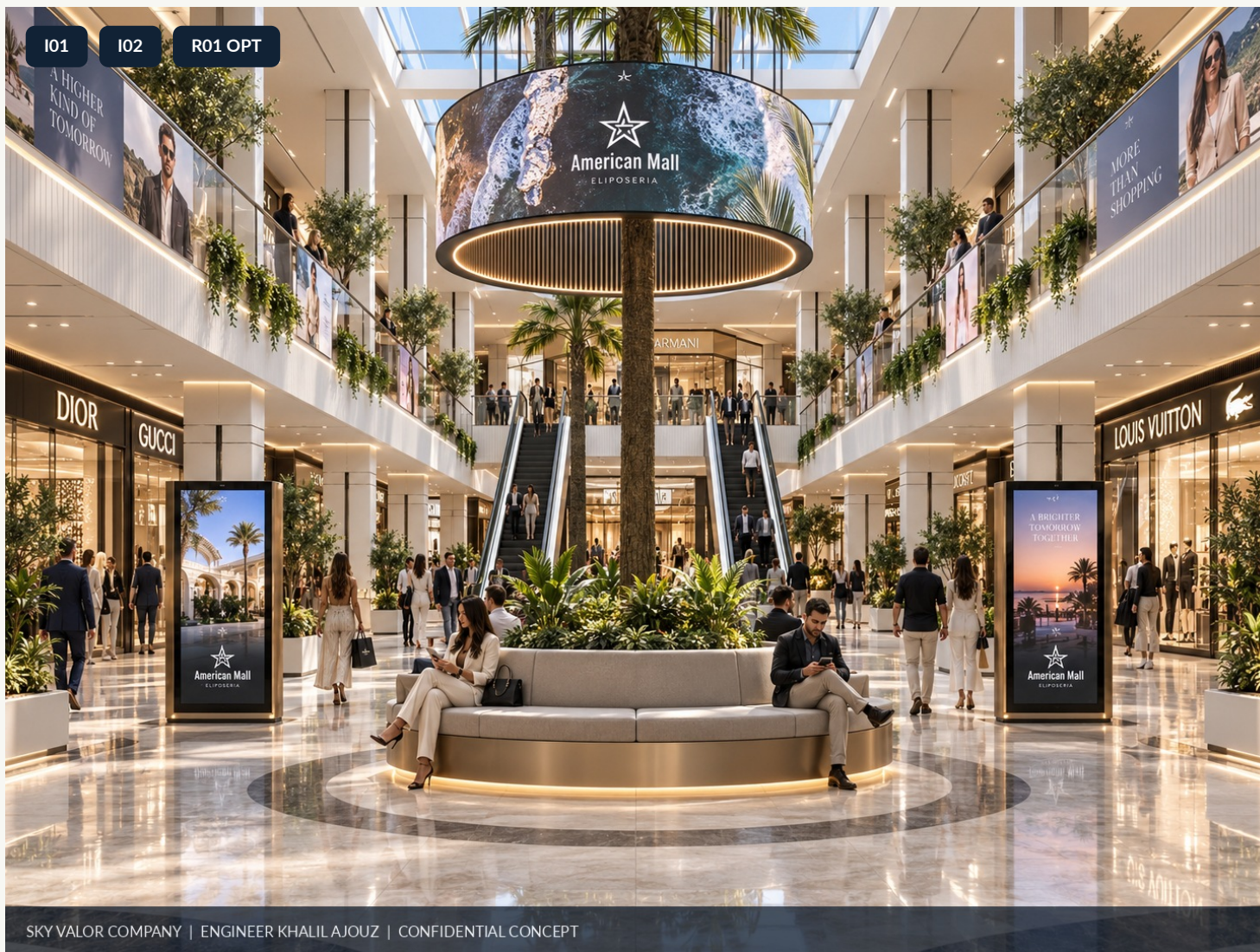
E03: selected retail-bay media.

Coordinate screen location with canopy occlusion, window transparency, road sightlines and tenant signage. The rendered horizontal format is illustrative; the priced engineering reference is on the asset schedule.

AI-assisted architectural concept visual. Apparent brands, crowds and built dimensions are illustrative; no confirmed tenant or audience claim.

Atrium: an identity moment, not a structural assumption

Keep the optional suspended feature distinct from the priced indoor pilot.



I01 I02 R01 OPT

INFILED

SAMSUNG

BOSE

Atrium package

I01: wall-mounted 3 m indoor hero is the pilot baseline.

I02 / K01: totems and directories in the full vision.

R01 ring: optional, excluded from baseline budgets. Verify tree clearance, suspension loads, maintenance access, smoke control and sprinkler coordination.

SKY VALOR COMPANY | ENGINEER KHALIL AJOUZ | CONFIDENTIAL CONCEPT

The ring shown is a visual option, not evidence of an approved fixing, dimension or ceiling capacity. Watermark credits AV concept proposal only.

Promenade: premium retail media without visual clutter

A smaller number of high-quality placements protects the architecture and the tenants.



SKY VALOR COMPANY | ENGINEER KHALIL AJOUZ | CONFIDENTIAL CONCEPT

INFILED

Color Kinetics

PHAROS

Promenade package

E03A-D: four portrait LED media bays in the full reference scope.

No display is placed over a tenant sign or required glazed opening without agreement.

Use low-glare landscape light and warm canopy edges. Final pole, enclosure and service access locations must preserve clear pedestrian routes.

Render-only leasing and fashion graphics; approved brand assets and tenant consents are required before public advertising.

Night identity: architecture first, content second

Outdoor screens dim with ambient conditions; celebratory scenes are controlled exceptions.



PHILIPS

Color Kinetics

PHAROS

Evening composition

Warm-white everyday lighting supports stone, planting and arrival. Short, approved event scenes may use colour, without persistent flashing or disruptive screen brightness.

This view communicates atmosphere, not calculated lux or a photometric guarantee. Separate architectural lighting, screen brightness and decorative programmes.

A rendered night scene is not a luminance or spill-light simulation. Site jurisdiction and authority limits must be confirmed.

Audiovisual distribution map

A legible zone plan with equipment IDs that match the technical and commercial schedules.

FUNCTIONAL MAP – NOT TO SCALE

OUTDOOR ARRIVAL / SELECTED FRONTAGE

E02A-B | 2 pylons

INFiLED P2.5 target

E01 | hero façade

8.0 x 4.5 m proposal

E03A-D | 4 posters

INFiLED portrait LED

INDOOR CONCOURSE / ATRIUM / UPPER GALLERY

I01 | indoor hero

1 LED wall; pilot includes this

R-E01 edge link

I02A-B | 2 LED totems

Full-scope option placements

K01-04 | directories

R-E02 edge link

4 LCD + separate touch PC

S01-08 | 8 professional indoor LCD posters

R01 | optional ring – excluded

Local IP / control



R-AV01 | candidate technical hub

Secured back-of-house room; exact location TBC

Layout distribution: 10 LED faces + 12 LCD/touch faces = 22 independent content endpoints. Cable paths are logical connections, not physical routed lengths.

Master screen & endpoint register

A single source of truth for the location IDs, pixel canvases and equipment allowances.

ID / QTY	REFERENCE BRAND / FAMILY	PROPOSED ACTIVE SIZE / PIXELS	LOCATION / CONTROL
E01 / 1	INFILED P2.5 target	8 x 4.5 m / 3200 x 1800	Main arrival MX40 Pro
E02A-B / 2	INFILED P2.5 target	1 x 2.5 m / 400 x 1000	Arrival pylons MX20 per face
E03A-D / 4	INFILED P2.5 target	1.5 x 3 m / 600 x 1200	Selected frontage bays MX20 per face
I01 / 1	INFILED WT P1.25 COB	3 x 1.6875 m / 2400 x 1350	Atrium wall alternative MX40 Pro
I02A-B / 2	INFILED WT P1.25 COB	0.6 x 2.025 m / 480 x 1620	Atrium / gallery totems MX20 per face
S01-08 / 8	QM55C	55-inch / 3840 x 2160; portrait rotates content	Indoor concourse / gallery Local player / industrial touch PC
K01-04 / 4	QM55C	55-inch / 3840 x 2160; portrait rotates content	Indoor directories Local player / industrial touch PC

DESIGN NOTE

All sizes, counts and mounting locations above are **[P] proposals**. INFILED is the LED reference. Outdoor P2.5 remains a design target pending SKU / grid confirmation. Endpoints are counted per independent media face, not per cabinet.

[V] INFILED references: [M01] outdoor family; [M02] WT P1.25 COB; [M04] Samsung QM55C; [M05] NovaStar COEX. [C] Outdoor pixel counts retain the proposed P2.5 grid pending SKU approval.

Screen families & measurable performance

Select the pitch and enclosure for the actual viewing task and environment.

INFILED
SAMSUNG


Outdoor LED | INFILED

[V] INFILED MV is an outdoor fixed-install family with IP65 front / rear protection and multiple cabinet formats. Brightness is SKU-dependent, up to 10,000 nits. [M01]

[P] Retain P2.5 and the stated dimensions for E01-E03 as concept design targets. A matching INFILED outdoor SKU is not yet verified; validate pitch, cabinet grid and pixel mapping before procurement.

[P] Sensor-linked dimming and a locally approved night brightness cap remain mandatory.



Indoor LED | WT COB reference

[V] INFILED WT IL-FISS-IRWT1.25-SSC: P1.25 flip-chip COB; 600 x 337.5 mm cabinet; 480 x 270 pixels; 1000 nits; 1920-3840 Hz refresh; IP30. [M02]

[P] The unchanged indoor dimensions and pixel maps use this 600 x 337.5 mm grid. Check skylight washout and receiver / processor compatibility. COB surface protection does not make the display outdoor-rated.



Indoor LCD | Samsung QM55C

[V] 55-inch UHD, 3840 x 2160, 500 nits; 24/7 use, 1237.9 x 708.8 x 28.5 mm body, 15.7 kg, 200 x 200 mm VESA. [M04]

[P] Use indoor only. Portrait enclosures need ventilation. The display is **not a native touch screen**; touch directories need separately validated touch hardware and software.

DESIGN NOTE

Brightness and refresh figures are published family claims, not site-performance guarantees. Confirm the offered SKU, driver IC, receiving card, processor mode, brightness derating and calibration report in the supplier submittal.

Pixels, cabinets & controller loading

The controller is sized from real canvas arithmetic — not from screen area alone.

NovaStar

E01 | 8.00 x 4.50 m outdoor LED

16 cabinet columns x 9 rows = 144 cabinets.
P2.5 gives 200 x 200 pixels per 0.5 m cabinet.
Final canvas: 3200 x 1800 = 5,760,000 pixels.

Proposed port map: one cabinet column per output = 360,000 pixels per port. Sixteen primary outputs; four spare on MX40 Pro. Spare outputs are not a full mirrored backup.

I01 | 3.00 x 1.6875 m indoor LED

5 x 5 cabinets at 600 x 337.5 mm.
P1.25 gives 480 x 270 pixels per cabinet.
Final canvas: 2400 x 1350 = 3,240,000 pixels.

Use MX40 Pro reference for a 4K input / scaling workflow. Ten output groups: five carry 3 cabinets (388,800 pixels each), and five carry 2 cabinets (259,200 pixels each). Validate chain layout and input timing.

Controller acceptance

MX40 Pro: published 9 Mpx loading, 20 output ports and four 10G optical outputs. MX20: 3.9 Mpx family capacity. Bit depth, refresh, receiving cards and link mode can reduce usable capacity. [M05]

Pixel transport is not ordinary LAN

CMS / VMP management use the IT network. NovaStar LED-output ports and compatible optical converters form a **separate proprietary pixel path**. Never patch LED outputs through ordinary LAN switches.

[C] Counts and mappings use proposed cabinets. Before procurement: receive exact port-loading table and demonstrate end-to-end INFiLED / receiver / NovaStar firmware compatibility. Full processor redundancy is separately engineered.

Technical hub, edge racks & serviceability

Room allocation is a design decision; the PDF does not invent a data-centre location.



R-AV01 candidate room

Reserve a dry, secure, maintainable back-of-house room near an approved riser. Concept allowance: 12–16 m² for two racks and service access; this is **not an identified existing room**. The architect must allocate the space and approve access, fire separation and cooling.



Power and environmental planning

[P] LED design allowances only: outdoor 650 W/m² peak / 200 average; indoor 500 / 160. Full LED scope gives 42.10 kW peak and 13.00 kW average before displays, audio and lighting. These loads do not belong entirely in the rack room. A local 2.0 kW rack load adds about 6,824 BTU/h sensible heat.

RACK ELEVATION – CONCEPT

42–39U Fibre patch / network termination

38–35U Managed switches / security gateway

34–30U VMP service workstation / CMS tools

29–24U Indoor LED processors / media shelves

23–17U Audio DSP / amplifier space

16–10U Ventilation and expansion allowance

09–01U Control UPS / monitored PDUs

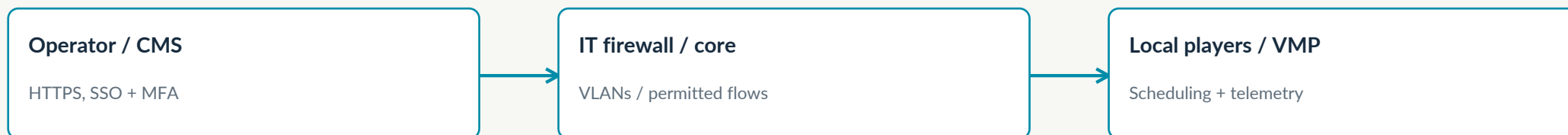
DESIGN NOTE

Use R-E01 / R-E02 outdoor edge enclosures and R-I01 indoor IDF only after route surveys. UPS backs the control plane and safe shutdown; it is not assumed to power the full LED load. Electrical protection, earthing, cable sizing and HVAC require licensed local engineering.

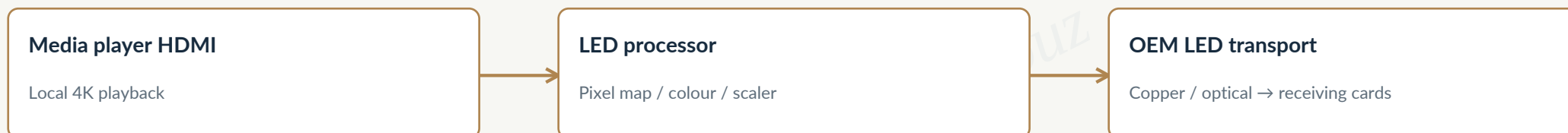
Three distinct signal paths – one coordinated operation

Remote content delivery, proprietary LED pixels and audio/lighting control are different systems.

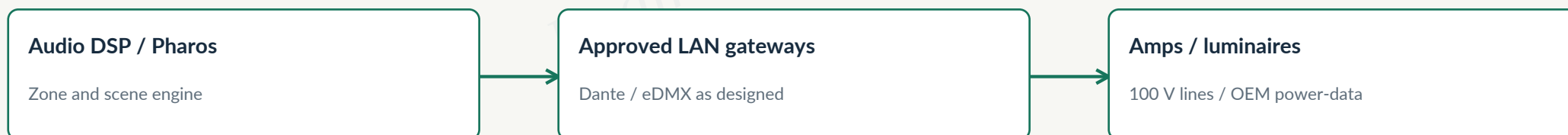
PLANE 1 | MANAGEMENT / IP



PLANE 2 | VIDEO / LED PIXELS



PLANE 3 | AUDIO / LIGHTING

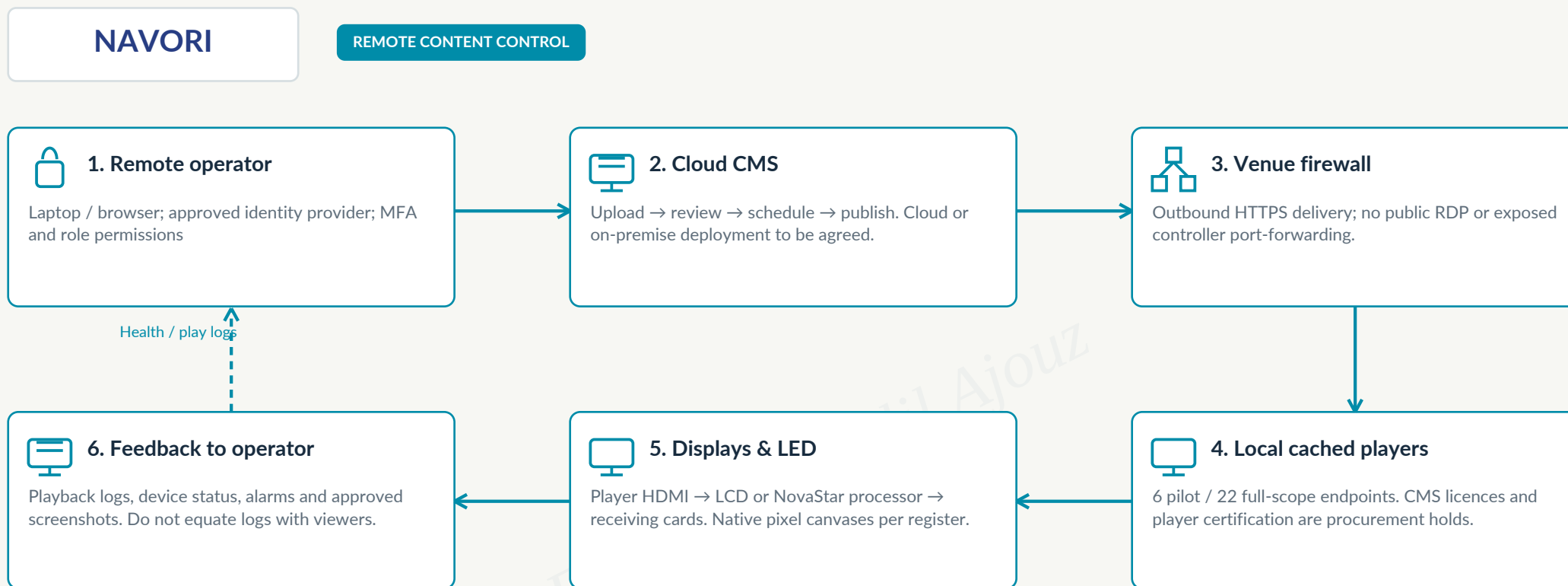


DESIGN NOTE

Only the intended plane crosses each interface. LED optical converters must match the processor / receiver ecosystem. Dante and lighting traffic require tested switching and clock / multicast policies; not every protocol is interchangeable.

Control the content remotely – without exposing the equipment

A remote content-management map built around secure publishing and local playback.



DESIGN NOTE

WAN outage behaviour must be proven: cached schedules continue locally; live feeds revert to approved fallback content; logs upload after recovery. Offline cache length, SSO, approval and proof-of-play features are **contracted acceptance requirements**, not assumed in every licence tier.

CMS reference [M06–M08] Navori. Local controller configuration remains NovaStar VMP; electrical/lighting operation remains Pharos / audio control, not the content CMS.

CMS permissions, publishing & business continuity

A content platform is an operating process, not simply a software subscription.

ROLE	ALLOWED ACTIONS	APPROVAL BOUNDARY	AUDIT / RECOVERY
Tenant contributor	Submit approved files; request dates	Cannot publish mall-wide or change other tenants	File version and rights record
Mall marketing	Build campaigns; schedule groups	Editorial and brand approval before release	Publish log; tested rollback
Media operator	Book inventory; report fulfilment	Cannot oversell the same slot or override safety	Proof-of-play / credit reconciliation
SkyVelor technician	VPN-controlled diagnostics, firmware maintenance	Separate from advertising approvals; change window required	Backups, change log, asset health
Owner / investor	Read-only occupancy and financial dashboard	No automatic access to tenant personal data	Monthly cash statement and contract pipeline



Publishing workflow

Brief → rights check → creative validation → approval → grouped scheduling → local download → play check → campaign report. Assign each campaign a contract ID, slot entitlement, expiry and fallback.



Network and storage example

[P] At 250 MB new media per player daily: pilot = 1.5 GB/day; full network = 5.5 GB/day. Cache media before opening and stagger updates. Demand 72-hour offline playback in the pilot test.

[P] Required operating procedures. Navori cloud / native player / third-party-player compatibility and feature licences need a signed vendor matrix. No ability to operate physical systems from this PDF is implied.

Tenant branding & content inventory

Preserve premium retail identity while creating auditable advertising capacity.



Enhance tenants, do not erase them

Keep a hierarchy: mall identity at arrival; tenant-specific messaging close to the store; directional information at decision points. Campaign skins follow each brand's approved colours and safe-area rules. Use tenant artwork only with permission; no implied dealership or confirmed lease.



One campaign, adapted to each canvas

Landscape hero: short headline and one focal image.
Portrait poster: product story plus a clear store location.
Wayfinding: functional legibility, no intrusive full-screen ads during use.
Lighting: supporting atmosphere, not continuous product animation.

120-SECOND PILOT LOOP | 12 POSITIONS OF 10 SECONDS



Commercial capacity: eight paid network positions. All six pilot screens are included in the same package; do not multiply rate-card revenue by six.

House capacity: four positions for mall service, owner content and public information. Event activations use separately reserved time or approved credits, not double-booked paid spots.

[P] Campaign design / business rules. Proof-of-play confirms device events only; advertiser audience claims require separately validated footfall and viewability measurement.

Audio distribution & amplifier load map

Distributed sound for intelligibility and comfort — not one loud source feeding the whole mall.

BOSE

8 ZONES / 76 SPEAKERS — FULL REFERENCE SCOPE



Z1 GF west

16 x DM5C @ 12 W
192 W / amplifier A1



Z2 GF east

16 x DM5C @ 12 W
192 W / amplifier A1



Z3 upper west

12 x DM5C @ 12 W
144 W / amplifier A2



Z4 upper east

12 x DM5C @ 12 W
144 W / amplifier A2



Z5 entrance

8 x DM5C @ 12 W
96 W / amplifier A2



Z6 plaza

4 x DM6SE @ 20 W
80 W / amplifier A3



Z7 terrace

4 x DM6SE @ 20 W
80 W / amplifier A3



Z8 side frontage

4 x DM6SE @ 20 W
80 W / amplifier A3

AMPLIFIER	TAP LOAD	WITH 25% DESIGN HEADROOM	CAPACITY CHECK
A1 / A2 / A3	384 / 384 / 240 W	480 / 480 / 300 W	Each PS604D = 600 W total shared across four channels

[P/C] Speaker counts and tapping are allowances, not EASE simulation results. 1,008 W total tap load; 8 zones use 8 of 12 available amplifier outputs. Final zone naming and placement follow the surveyed architecture.

Audio parameters & application limits

Published product capabilities, explicit environmental conditions and a checked pilot load.

PRODUCT / ROLE	PUBLISHED PARAMETERS [V]	APPLICATION / CONDITION [P]
Bose Professional DM5C Indoor ceiling speaker	5.25-inch woofer + 1-inch tweeter; 60 W long-term; 130° conical coverage; 65 Hz–20 kHz (-10 dB). [M09]	Concourse / gallery areas; select 12 W 100 V tap initially. Indoor only. Coordinate ceiling cut-out and access.
Bose Professional DM6SE Surface speaker	6.5-inch class surface model; published 125 W long-term; 125° conical; 59 Hz–20 kHz (-10 dB); IP55 with specified cover. [M10]	Plaza / terrace under environmental limits; 20 W 100 V tap allowance. Verify installation cover, drain orientation and corrosion exposure.
Bose Professional PS604D Networked amplifier	600 W shared total, 4 channels; 4-channel Dante and analogue inputs; 70/100 V or low-impedance operation. [M11]	Use three units for full scope. Do not read 600 W as 600 W continuously on every output at once.
Fohhn LXP-150 Optional atrium column	720 W nominal passive line source; 12 x 4-inch drivers plus HF; fixed 5° downward passive beam. IP65 only with stated cable-gland accessory. [M12]	Alternative for a reverberant atrium, with matched Fohhn amplification. NOT software-steerable. Excluded from pilot and base BOQ.

BOSE

FOHHN

Acceptance targets [P]: tune comfortable BGM relative to actual ambient noise; minimise spill into shops. Evaluate speech intelligibility and uniformity with a measured acoustic model. Emergency voice evacuation remains a separately certified life-safety system.

DESIGN NOTE The 12-speaker pilot uses 8 DM5C and 4 DM6SE in four small zones: $48 + 48 + 40 + 40 = 176$ W taps; 220 W with design headroom. One PS604D is adequate on this arithmetic, subject to impedance and cable-loss checks.

Architectural lighting — a separate engineered scope

Stone, canopy and landscape layers with named families and a controlled specification process.

PHILIPS

Color Kinetics

ID / ALLOWANCE	REFERENCE FAMILY [V]	APPLICATION / SPECIFICATION HOLD [P]
AL01 / 24 fixtures	ColorGrazee IntelliHue Powercore Nominal 1/2/3/4 ft lengths; beam families include 10° x 60° and 30° x 60°; CRI >80 in the stated 2700–4000 K range. [M13]	Propose 4 ft nominal units to selected stone frames. Beam, offset, cell mode, mains load and exact part number follow the façade mock-up.
AL02 / 20 fixtures	BurstScape In-grade family with IP67 / IK10; model options include IntelliHue and white. [M14]	Selected trees and landscape anchors. Provide drainage, replaceable service detail, glare shields and a no-standing-water design.
AL03 / 40 m allowance	Custom concealed linear warm-white system Manufacturer / driver SKU TBC — no fictitious Philips part number.	Canopy and bench edges; target 3000 K, CRI 90+, continuous diffusion, accessible drivers and suitable environmental rating.
LC01 / controller and local nodes	Pharos Designer LPC + compatible power/data interfaces [M16–M17]	Coordinate eDMX, Powercore Data Enabler and local controls. Each family must use its approved driver / power architecture.

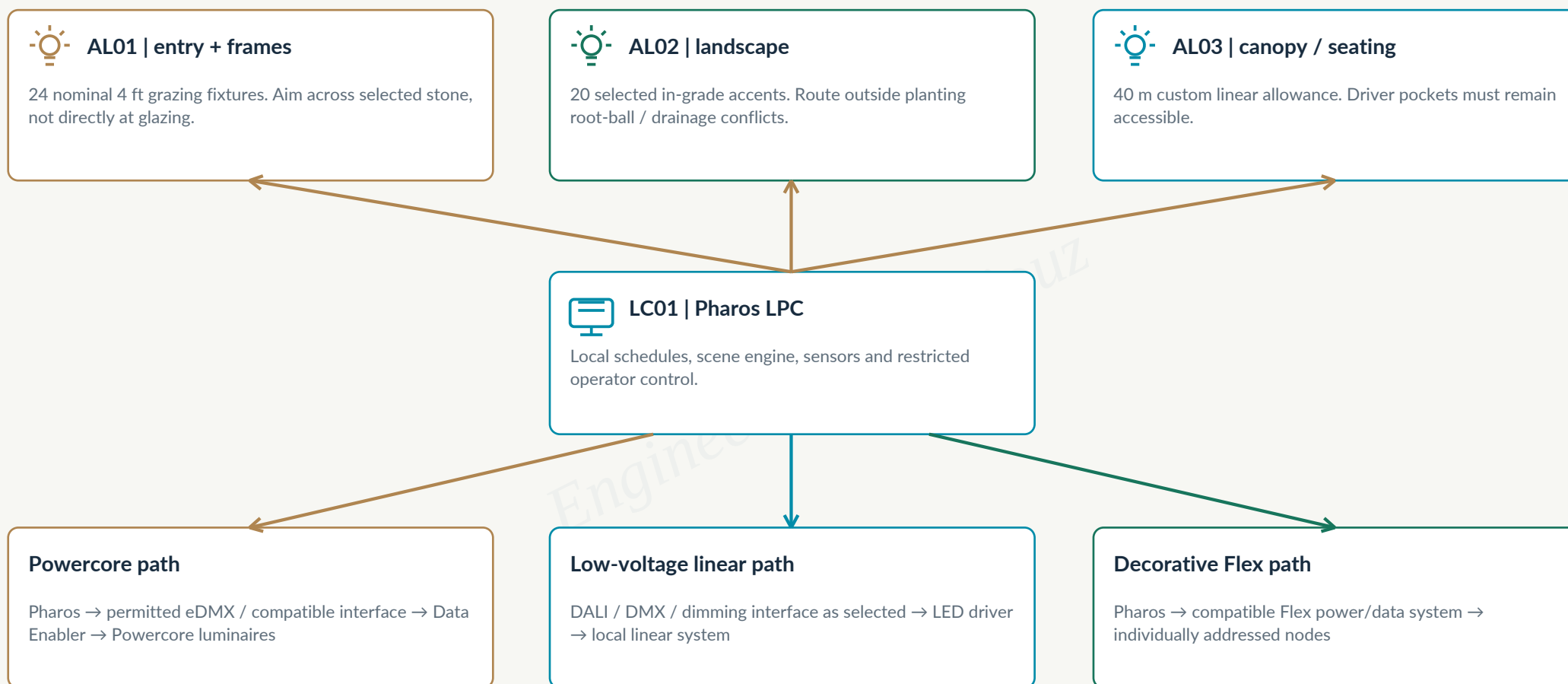
DESIGN NOTE

Philips is the client's requested lighting direction; **Color Kinetics product families are named as such.** Final procurement requires a selected SKU, IES/LDT file, electrical load, ambient range, warranty and material samples. No calculated lux or uniformity is claimed here.

Lighting distribution & control topology

Maintain three compatible electrical paths; a single scenic controller does not make all drivers interchangeable.

FUNCTIONAL DISTRIBUTION – NOT CAD COORDINATES



[P] Exact route / gateway quantities depend on fixture selection. Data Enabler is for compatible Powercore products; it is not a universal supply for low-voltage decorative nodes. [M16–M17]

Decorative lighting & reversible activation

A distinct workstream with its own materials, maintenance and financial allowance.

Color Kinetics

PHAROS



DL01 | flexible decorative light nodes

[V] Flex Compact Pro RGBiW: individually controlled nodes; published maximum 0.75 W/node; IP66 family rating; standard 50-node strings and three- or five-channel control modes. [M15]

[P/C] Four 50-node strings = 200 nodes and up to 150 W at the nodes, before power-supply / cable losses. Decorative layout is a reversible landscape or art intervention.



DL02 | seating halo & seasonal feature

Use a soft, shielded linear seating halo and removable seasonal elements. Avoid visible bare LEDs, overcrowded ceiling features and reliance on inaccessible drivers.

Attachment points, fire behaviour, rigging loads and maintenance access require a signed detail. Do not attach decorations or the optional media ring to skylight framing without structural approval.

Decorative lighting is not architectural lighting

Architectural scope reveals the permanent building. Decorative scope creates temporary / expressive moments. Keep separate schedules, power circuits, cost codes and seasonal content approvals.

DESIGN NOTE

Pilot decorative allowance = \$2,500 for a limited seating / feature intervention, not the full Flex package or a large suspended sculpture. Full decorative allowance is shown separately in the whole-mall BOQ.

Scene strategy & DMX universe budget

A calm daily identity, controlled event modes and a patch budget that can be checked.

PHAROS

SCENE [P]	ARCHITECTURAL LIGHT	MEDIA / AUDIO	TRIGGER / SAFEGUARD
Everyday premium	Warm-white selected frames; soft landscape	Daypart playlists; local BGM levels	Astronomical schedule + manual override
Evening retail	Balanced entrance emphasis; terrace dimming	Reduced screen luminance	Measured ambient sensor; approved cap
Approved celebration	Time-limited colour accents	Coordinated content, not continuous flashing	Owner approval; local cultural context
After-hours / fault	Reduced decorative output	Screens safe fallback / planned off	Security / operations policy; local autonomy

UNIVERSE	PROPOSED PERSONALITY / LOAD	CHANNELS	CHECK
U1	24 grazers x 4 cells x 4 channels	384	Mode / cell count TBC
U2	20 uplights x 4 + 8 dimming groups	88	Mode TBC
U3 / U4	100 decorative nodes each x 5 channels	500 each	Within 512 per universe

[P/C] Patch budget only; personalities must match final SKUs. [V] Pharos LPC is available in 1, 2 or 4 eDMX universes but has two local DMX ports; additional physical outputs need network nodes. [M17]

Whole-mall master scope – not the \$100,000 pilot

66.49 m² of LED, 22 content endpoints, eight audio zones and layered lighting.

WHOLE-MALL REFERENCE SCOPE	QTY / BASIS [P]	UNIT ALLOWANCE [A]	EXTENDED USD [C]
Outdoor LED panels	59	\$3,000	\$177,000
Indoor LED panels	7.4925	\$4,500	\$33,716
Eight indoor LCD poster assemblies	8	\$2,400	\$19,200
Four touch-directory assemblies	4	\$4,500	\$18,000
LED processors, OEM fibre interfaces and local backups	1	\$40,000	\$40,000
22 media players	22	\$450	\$9,900
Audio speakers, amplification and DSP	1	\$44,200	\$44,200
Architectural lighting and local power/data controls	1	\$106,000	\$106,000
Decorative lighting	1	\$20,000	\$20,000
MDF / IDF network, racks, UPS and monitoring	1	\$35,000	\$35,000
Structural allowances, mounting, electrical and installation	1	\$90,000	\$90,000
Design, content setup, tuning and training	1	\$35,000	\$35,000
Reference subtotal			\$628,016
15% integration contingency			\$94,202
TOTAL REFERENCE ALLOWANCE			\$722,219

[A/C] Unquoted scope-based USD budget, not a supplier offer or a conversion of prior SAR estimates. Taxes, duties, financing, major building remediation and the optional atrium ring are excluded. Replace all rates with compliant bids.

US\$100,000: exactly what the first phase buys

A bounded media pilot designed to test demand before a whole-mall rollout.

ID	PILOT SCOPE — SIX INDOOR MEDIA ENDPOINTS	USD TOTAL [A/C]
P01	Indoor COB hero LED, 3.00 x 1.6875 m	\$22,500
P02	55-inch LCD displays + five fitted enclosures / mounts	\$16,000
P03	4K LED sending / processing package	\$4,500
P04	Certified local media players	\$2,700
P05	12-speaker / four-zone audio package	\$7,500
P06	Selected architectural-lighting pilot	\$8,500
P07	Decorative seating / feature-light pilot	\$2,500
P08	Network, managed access, rack and control UPS	\$5,500
P09	Pilot installation, power and containment	\$6,500
P10	Design, CMS setup, launch content and training	\$5,500
P11	Logistics, commissioning spares and contingency	\$18,300
TOTAL	Capital envelope (including contingency)	\$100,000

DESIGN NOTE Includes one indoor LED hero + five indoor LCD signs, six players, four small audio zones, limited lighting and a local control foundation. **Excludes** the outdoor hero, outdoor LED pylons, full façade lighting, optional suspended ring and touch directories.

[A] All numbers are planning allowances, not published manufacturer prices. The \$18,300 last line provides logistics / spares / integration contingency; no unused contingency or resale recovery is credited in the return model.

The revenue engine: visible inventory, honest arithmetic

A bottom-up rate-card model that an investor can challenge and a sales team can sell.

6 screens

One network package

One LED + five LCD; indoor pilot

8 slots

Paid positions per loop

Each advertiser buys a 10 s position

\$850

Base monthly slot rate

Assumption; must be market-tested

65%

Average sold occupancy

5.2 equivalent occupied slots

$8 \text{ slots} \times \$850/\text{month} \times 65\% \text{ fill} \times 12 \text{ months} = \$53,040$

Plus separately reserved activations: **\$10,000** → Gross annual revenue: **\$63,040**



A sellable product, not invented footfall

Assume a 120-second loop and 14 operating hours daily: 420 cycles per screen per day. A single booked position creates up to 2,520 screen-play events per day across six screens, before downtime. These are device events, not unique shoppers or verified impressions.



Avoid double counting

Charge the network package once, not six times. Four \$2,500 activations form the base event allowance and use reserved time or agreed credits. Tenant sales uplift, increased rent and social-media exposure are **not** included as cash income.

[A/C] All pricing, fill, operating hours and event bookings are hypotheses. Validate the placement visibility and secure advertiser letters of intent before ordering the pilot.

What \$100,000 earns in the base scenario

Year-one gross income is not profit. Every deduction is visible.

\$63,040

Gross revenue

Before concession and running costs

\$29,280

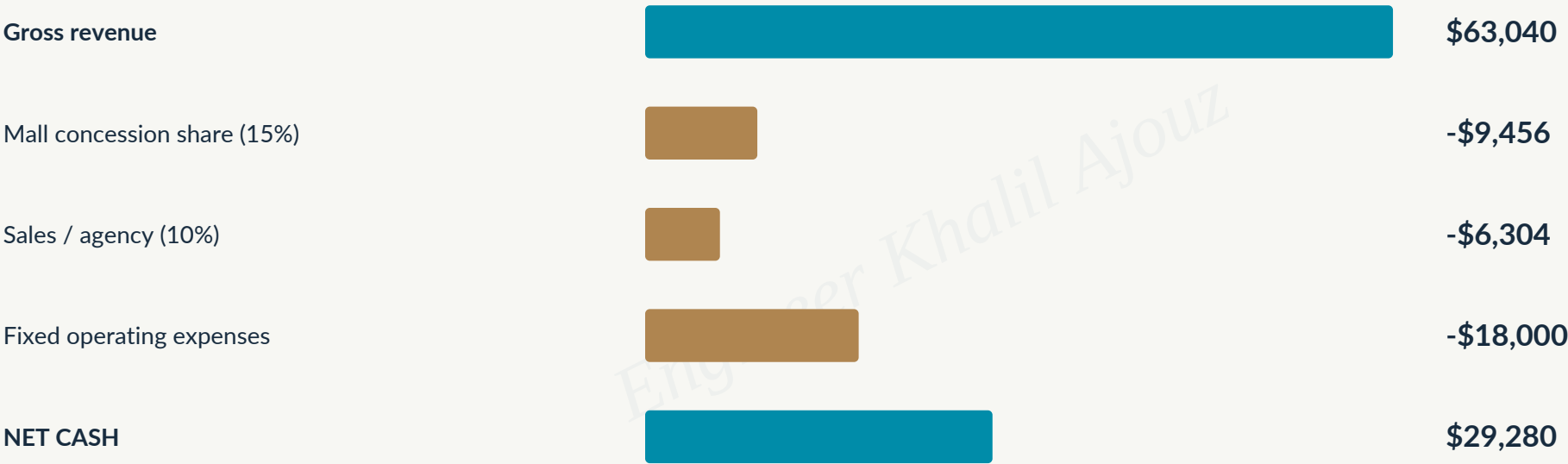
Net operating cash

Before tax / financing / equity splits

29.3%

Year-one cash yield

Not IRR; not a guaranteed dividend



DESIGN NOTE The 25% variable deductions are commercial assumptions: **15% to the mall / concession grantor and 10% sales commission**. The investor vehicle receives the remaining project cash after fixed costs. Actual ownership, dividend policy and contracts may change the distribution.

Four outcomes — including the one that loses money

The scenario range is more useful than a single impressive but unsupported return.

YEAR-ONE SCENARIO	STRESS	CONSERVATIVE	BASE	UPSIDE
Monthly slot rate	\$450	\$650	\$850	\$1,000
Average fill	30.0%	45.0%	65.0%	85.0%
Activation income	\$0	\$4,000	\$10,000	\$15,000
Gross income	\$12,960	\$32,080	\$63,040	\$96,600
25% variable deductions	\$3,240	\$8,020	\$15,760	\$24,150
Fixed running costs	\$18,000	\$18,000	\$18,000	\$18,000
NET OPERATING CASH	-\$8,280	\$6,060	\$29,280	\$54,450
Cash / initial investment	-8.3%	6.1%	29.3%	54.4%
Flat simple payback	No payback	16.50 years	3.42 years	1.84 years

DESIGN NOTE

The stress case loses **\$8,280 in year one** and has no payback on unchanged trading. The conservative case pays back only after roughly 16.5 years at flat annual cash. Do not imply that the base or upside case is assured.

[F01] Flat payback = initial capital ÷ year-one net cash; it ignores inflation, growth, later replacements and the time value of money. The next page uses dated five-year cash flows instead.

Five-year cash flow, IRR & investor value

A full timeline separates year-one cash yield from the project's true discounted return.

BASE CASE / USD	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Gross revenue	\$63,040	\$65,562	\$68,184	\$70,911	\$73,748
Mall + sales deductions	\$15,760	\$16,390	\$17,046	\$17,728	\$18,437
Fixed OPEX	\$18,000	\$18,540	\$19,096	\$19,669	\$20,259
Major refresh spend	\$0	\$0	\$0	\$7,500	\$0
Net operating cash	\$29,280	\$30,631	\$32,042	\$26,014	\$35,052
Cumulative after \$100k	-\$70,720	-\$40,089	-\$8,047	\$17,968	\$53,019

15.8%

Project IRR

Annual end-of-year cash flows

+\$9,791

NPV at 12%

12% is an assumed discount hurdle

1.53×

5-year cash / capital

Total distributions = \$153,019

\$53,019

5-year net surplus

After recovery of initial \$100,000

DESIGN NOTE

Revenue escalates 4% yearly; fixed OPEX escalates 3%. A **\$7,500 refresh is charged in year four**. No taxes, debt, terminal value or resale proceeds are included. Cash payback is approximately **3.31 years**, interpolated within year four; it is not a promise of a quarterly distribution.

[FO1] IRR uses [-100,000, Y1 cash, ..., Y5 cash]. NPV = sum of those cash flows discounted at 12%. Displayed table values are rounded; calculations use unrounded values.

Sensitivity: which sales assumptions matter most?

Make the investment decision on verified pricing and sell-through, not on screen brightness.

YEAR-ONE NET OPERATING CASH / USD

MONTHLY SLOT RATE	35% FILL	50% FILL	65% FILL	80% FILL	90% FILL
\$650	\$5,880	\$12,900	\$19,920	\$26,940	\$31,620
\$750	\$8,400	\$16,500	\$24,600	\$32,700	\$38,100
\$850	\$10,920	\$20,100	\$29,280	\$38,460	\$44,580
\$950	\$13,440	\$23,700	\$33,960	\$44,220	\$51,060
\$1,050	\$15,960	\$27,300	\$38,640	\$49,980	\$57,540

17.2%

Operating cash break-even

With \$850 rate + \$10k events

49.8%

5-year flat-payback threshold

Ignores growth and major refresh

60.9%

NPV ≥ 0 threshold at 12%

Includes base growth and Y4 refresh

DESIGN NOTE

This grid fixes event income at \$10,000 and annual fixed costs at \$18,000. Break-even rises if events do not sell. At **zero event income**, annual operating cash break-even at \$850 per slot is approximately **29.4% fill**. All thresholds depend on enforceable media rights and valid pricing.

Operating costs & investor entitlement

A transparent model states both the costs inside the calculation and the risks outside it.

ANNUAL FIXED OPEX – PILOT [A]	USD / YEAR
CMS licences (6 x \$25 x 12; assumed rate)	\$1,800
Content scheduling / operations	\$6,000
Maintenance labour / minor consumables	\$3,000
Electricity planning allowance	\$2,640
Connectivity allocation	\$720
Insurance, administration and accounting	\$3,840
TOTAL	\$18,000

Licence pricing is an assumption.

\$25 per endpoint per month is a model input, not a Navori quote.

Energy is budgeted at \$220 per month; local tariff, operating hours and actual metered load must replace this allowance.



What the investor owns

The \$100,000 model assumes 100% of the pilot project's cash after the stated deductions. It is **not** the return on a \$100,000 minority stake in the whole-mall project. Equity shares, distribution priority and reserve policy need contracts.



What can change the return

VAT / duties, tax, bad debt, delayed opening, FX, replacement costs, concession fees, advertising restrictions or new working-capital needs. None is secretly treated as zero because it is unimportant; each remains an explicit modelling exclusion.

A stage-gated delivery plan

Commit capital only when geometry, supplier compatibility and commercial rights are proven.

GATE	DELIVERABLE	ACCEPTANCE / INVESTOR TEST
1 Verify site & rights	Scaled architecture; wall / canopy support; AV room; media concession; local rules	No purchase order without verified installation rights, room allocation and commercial inventory rights.
2 Sell and mock up	Rate-card test; advertiser interest; a full-size display / light sample	Pilot pre-sales and tenant approvals support the target fill; check real ambient visibility and screen glare.
3 Freeze engineering	Coordinated AV / audio / lighting drawings; loads; SKU schedules; OEM compatibility	Architect, structural, electrical and fire-safety approvals; no outstanding critical interface.
4 Factory / bench test	Pixel canvas, low-brightness calibration, player / CMS publishing, speaker and lighting patches	Verify full-resolution playback, sensor dimming, restart, offline fallback and log recovery.
5 Site commission	Audio tuning, photometric checks, final routing, labels, UPS control shutdown	Owner witnesses tests; named engineer signs records; O&M; spares, passwords and training delivered.
6 Review trading	Monthly gross-to-net cash report and sell-through dashboard	After 90 operational days, compare actual rate / fill / OPEX against the pilot assumptions before expansion.

Engineer

DESIGN NOTE

Programme duration depends on site readiness, import / delivery route, approvals and manufacturer lead times. This edition does not promise a shipping date or procurement availability.

Verification register & investment decision gates

What remains open is visible, assigned and linked to a decision.

PRIORITY / OWNER	OPEN ITEM	REQUIRED BEFORE
Critical / Client	"Amphlett" supplier identity, official logo, exact product datasheet and service support	Brand freeze / issue of a supplier-specific technical offer
Critical / Architect	Scaled DWG export, building levels, egress widths, ceiling and façade details	Final distribution drawing / every exact screen coordinate
Critical / Structural + MEP	Screen / ring support, wind actions, power capacity, cooling, drainage and fire strategy	Procurement / rigging / civil installation
Critical / Owner + legal adviser	Media concession, tenant consents, governing advertising / privacy requirements	Selling inventory and publishing campaigns
High / Manufacturers	LED-to-processor / receiver matrix; CMS licence and player support; luminaire controls	Firm BOQ and factory acceptance
High / Investor + operator	Actual rate-card validation, signed occupancy pipeline, tax / FX / logistics and reserves	Investment approval / return representation
High / SkyVelor + Client	Final trading name, approved manufacturer logo artwork and credit conventions	External final publication / contract issue

DESIGN NOTE

Recommended investment condition: release the pilot only after agreed site approvals, an executable media-rights agreement and evidence that commercial demand supports the selected scenario. A polished render is not a substitute for those three conditions.

Manufacturer sources | 01

Product parameters are traceable to primary manufacturer sources, not reseller copy.

M01	INFILED MV series — outdoor family https://www.infiled.com/series/outdoor-led-screens-mv-series/
M02	INFILED WT P1.25 COB — indoor family https://www.infiled.com/series/led-display-solution-for-control-rooms-wt-series/
M03	INFILED SF series — optional creative LED reference https://www.infiled.com/series/curved-led-panels-for-rental-retail-sf-series/
M04	Samsung QM55C — selected product data https://www.samsung.com/de/business/smart-signage/uhd-4k-signage/crystal-uhd-signage-qmc-lh55qmcebgcxen/
M05	NovaStar COEX MX product family / capacities https://coex.novastar.wiki/en/Processor/Product-Menu
M06	Navori — CMS deployment overview https://navori.com/
M07	Navori Content Manager — workflow / permissions https://navori.com/app/content-manager/
M08	Navori Player — player platform reference https://navori.com/app/player/
M09	Bose Professional DesignMax DM5C https://www.boseprofessional.com/products/loudspeakers/ceiling-mount/designmax/designmax-dm5c-1-pair

Manufacturer pages reviewed for this edition. Published data may vary by regional SKU, firmware, colour configuration or ordering code; final supplier submittal takes precedence.

Manufacturer sources | 02

Source URLs are live references; final procurement needs signed current datasheets.

M10	Bose Professional DesignMax DM6SE https://www.boseprofessional.com/products/loudspeakers/surface-mount/designmax-surface-mount/designmax-dm6se-1-pair
M11	Bose Professional PowerShare PS604D https://boseprofessional.com/products/power-amplifiers/multichannel-dsp/powershare/powershare-ps604d
M12	Fohhn LXP-150 — passive line source https://www.fohhn.com/en/catalog/lxp-150
M13	ColorGraze IntelliHue Powercore https://www.colorkinetics.com/global/products/intellihue/colorgraze-powercore
M14	Color Kinetics BurstScape https://www.colorkinetics.com/global/burstscape
M15	Color Kinetics Flex Compact Pro https://www.colorkinetics.com/global/flex-compact-pro
M16	Color Kinetics Data Enabler Pro gen3 https://www.colorkinetics.com/global/products/pds/dataenablerpro3
M17	Pharos Designer LPC hardware https://www.pharoscontrols.com/designer/hardware/lpc/
M18	NovaStar official MX-series solution reference https://www.novastar.tech/tpl/MX_SERIES_SOLUTION.html

[F01] Financial / engineering calculations: project-created assumptions and arithmetic. No external source validates the advertising rate, fill, costs or return; they are expressly hypothetical inputs.



Technology that belongs to the architecture.

A proposal for American Mall
Prepared under **SkyVelor Company**

Concept & integration design
Engineer Khalil Ajouz

Khalil Ajouz

CONFIDENTIAL / AUTHORISED EVALUATION
SV-AM-MASTER-R05 | 11 October 2026

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