

Primary Colours Company Profile

Primary Colours delivers bespoke digital display solutions with an emphasis on cutting-edge technology and world-class customer service. We are digital natives in tune with global trends in Out Of Home (OOH) display technology and unmatched, in-depth knowledge of the Sub-Saharan African markets in which we operate.

Co-founders Grant Neill and Ashendra Singh have proven track records in successful project implementation and measurable impact. Their combined 30 years of industry experience enable them to conceive and execute strategies that meet the needs of clients and capture eyeballs and attention.

Applied technological smarts and a commitment to delighting clients are key to Primary Colours' ability to ensure maximum uptime, reach and reliability.

Our core competencies extend across digital cinema systems, LED and LCD displays and Video Over IP. We offer customised, turnkey display solutions embracing the following technologies:

- LED screens, including small-format, high-resolution indoor applications and outsized landmark units.
- Commercial LCD screens for navigation, information and infotainment.
- Content management and distribution, including scheduling, repurposing and reporting.
- Control room applications for infrastructure and mass transit systems.
- Broadcast-quality distribution systems based on Video Over IP.
- Video on demand for the hospitality and corporate sectors.
- Video wall technology, from installation to configuration and servicing.
- Intelligent architectural lighting.
- Interactive signage solutions for a richer, more immersive consumer experience.
- Creative signage software solutions.

Primary Colours is committed to excellence in digital display, and to finding solutions that exceed our clients' expectations and deliver next-level awareness, impact and aesthetic and environmental sensitivity. Welcome to the future of digital display.