




LED Billboards- New age of digital advertising



The Past, Present and Future of Billboards...

- **Past**: Hand painted
- **Present**: Vinyl printing
- **Latest**: Backlight/reflective vinyl printing.
- **The BEST**: Digital LED billboard

LED billboard Advantages

- *Physically superior*
 - *Rugged and mobile, outdoor/indoor, AC/DC powered LED display panel and light weight, waterproof*
- *Wide variety of content support*
 - *plays multiple text, graphic, animation and video files in 16.7 million true colors in 100 display effects.*
- *Superior product range*
 - *full color LED display panels has a 6mm, 8mm or 10mm pitch high resolution and an incredible maximum 4,500 cd/sq.m brightness (very bright under the Sun.) Various resolutions and banner sizes from 22 inches to 8.5 feet*
- *Variety of applications*
 - *Ideal display for broadcasting information or advertising outdoor or indoor.*
- *Remote managed*
 - *controlled via wire or wireless, network able*
- *Self-sufficient*
 - *No external PC required*
 - *On-board computer*
 - *Updated from remote location*
 - *Optional solar powered*

Cost Justification of LED Billboard

- Low capital investment
 - Starting from Rs. 3.0 lacs*
- Low maintenance cost
- Electricity efficient
 - Starting from Rs. 500 per month
 - No recurring cost solar option
- Lightweight
 - Low structural cost
 - Easy handling
 - Fast installation
- Long life span
 - Upto 1 lac hours*
- Remote uploading
 - Fast and secure
 - Option -No visit to site required
- Multiple advertising options
 - Peak and off-peak hour rates
 - Programmable
 - Multiple ads of different durations at intervals of time.

Return on Investment

- Multiple product/ company/ values promotion on one billboard
- Video/animated advertisement.
- Premium time slots – premium revenue
- Multiple revenue sources and applications
 - Offices, railway stations, metro stations, airports, banks, malls, hospitals etc.
 - Public hoarding –major cross-streets/ highway
 - Ambulance/Taxis/Buses etc.
- 12-15 months ROI

Contact us for more details:

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Or our local partner.