

LED SOUTH AFRICA

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LED SOUTH AFRICA

MAKING  
TECHNOLOGY  
WORK FOR YOU

BROCHURE 2018





Outdoor billboard advertising used to be limited to printed media, prior to the digital age. LED billboards have revolutionized outdoor advertising with technological advancement.

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### INTRODUCTION

LED billboards display advertisements on a large outdoor screen! This offers features not achievable with traditional billboards, namely the ability to replace ads frequently and readily; at the click of a mouse!

A distinct advantage of LED billboard advertising is the high quality of advertisements. Ads displayed are more authentic-looking and can incorporate video. Our LED billboards can show full-length commercial advertisements.

## INVESTMENT

Outdoor advertisements are one of the most cost efficient ways to reach potential customers and clients. Additionally, this type of advertising costs 80 percent less overall than television, 60 percent less than printed advertisements and 50 percent less than radio advertising.



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## ATTENTION SPAN

The majority of humans will quite naturally focus on an outdoor advertisement in comparison to the same advert in newspapers. LED Outdoor marketing is not only flexible, it can reach the widest audience in the shortest period of time.

**Market Research revealed that VIEWERS enjoy diversion and therefore the advertisements are well received.**

# BILLBOARD BREAKDOWN

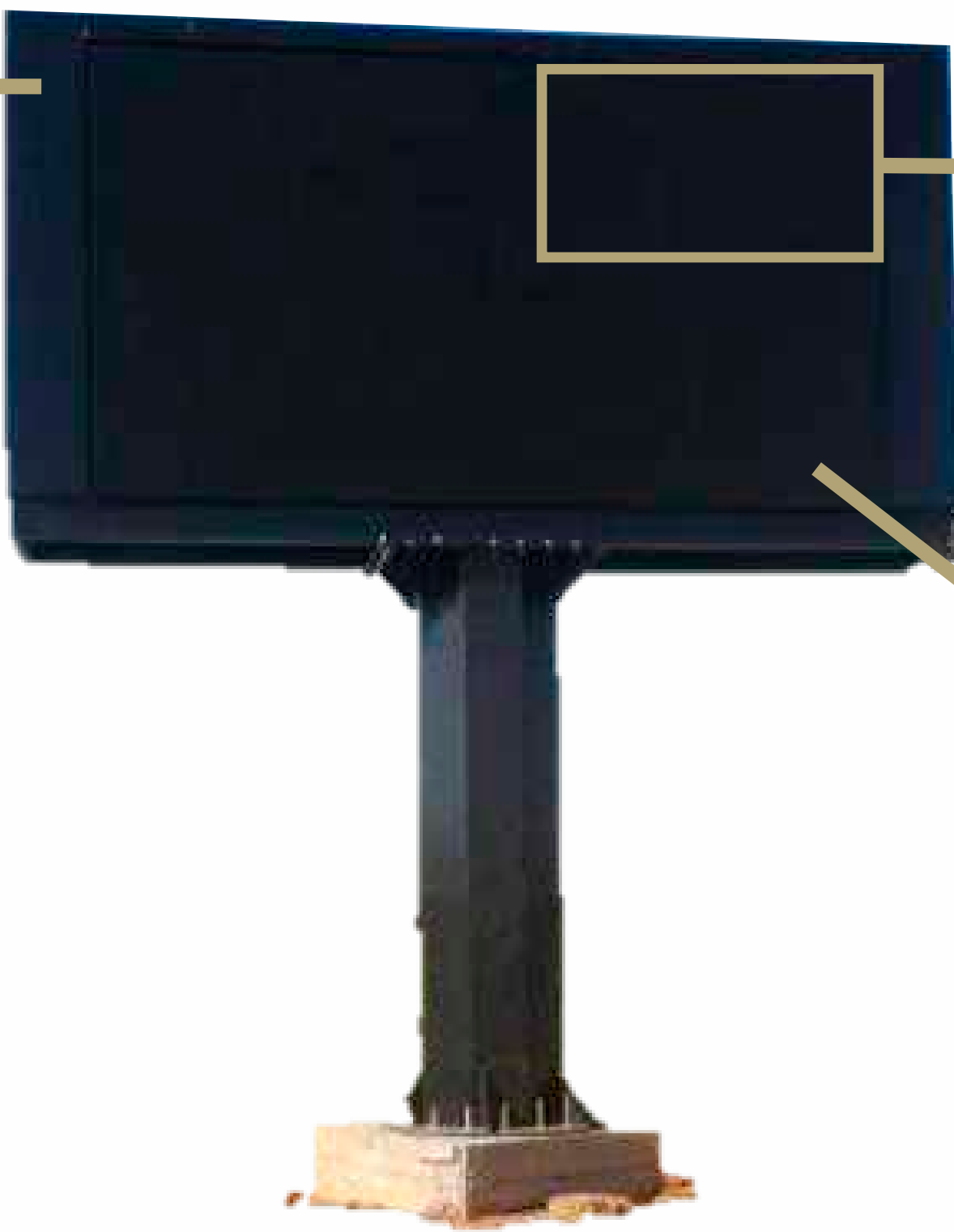
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## Framework

Our engineering works custom build the frame to your specific needs.

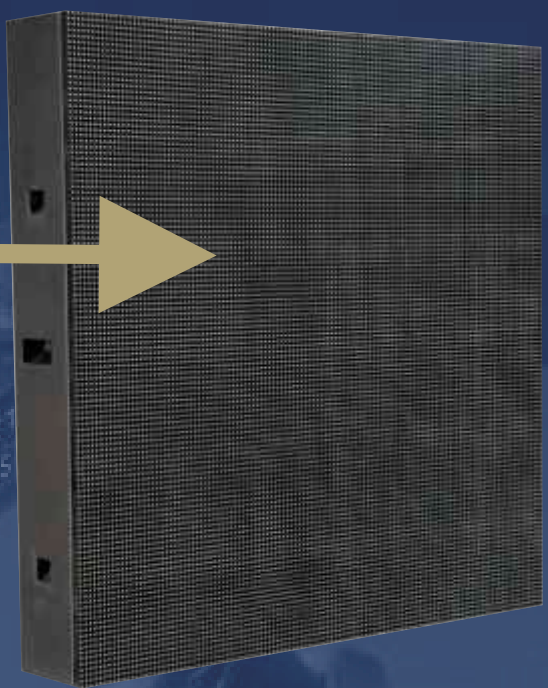


Our boards can be free-standing or wall mounted.



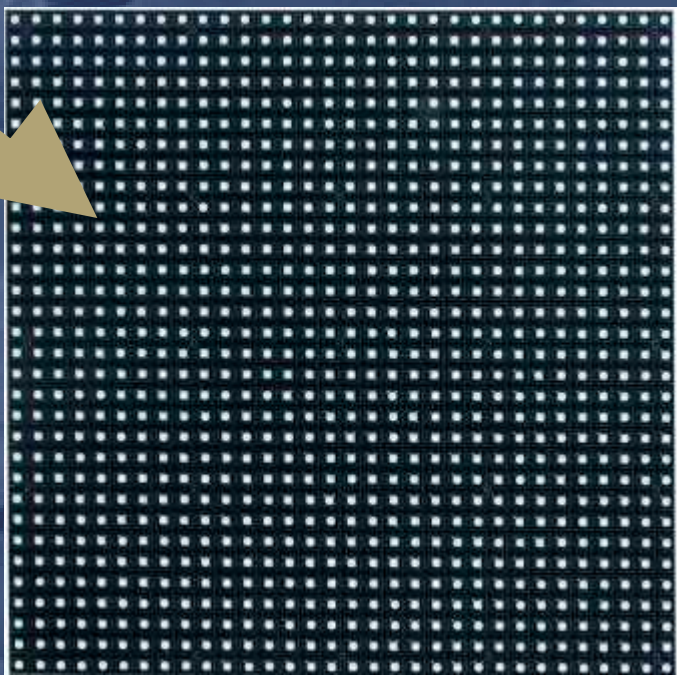
## Cabinet

According to specifications, the panels are manufactured in different sized cabinets



## Module

The screen is made up of panels. These panels are manufactured in various sizes and different pixels.



## Mobile unit

We also custom design and manufacture mobile units



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# PRODUCTS

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LED screens comprises a combined number of LED panels. These LED panels consist of two modules including DIP LEDs (Dual In-Line Package) which are the traditional LED chips or SMD LEDs (Surface mounted diode) which are a modern form of LED chips. Both the DIP and SMD modules offer different pixel counts.

The selection of your screen will be determined by two factors:

- 1) budget and
- 2) site/location.

All screens are built to requirement.  
More information on LED screen options explained.



# ADVANTAGES

High image quality  
6 x more effective

Animation draws attention to specific messages

Provides a professional image

Focus marketing

Aesthetic appeal

High visibility

Brand awareness and strong name recognition

Attention grabbing

Cost-effective

High Impact Medium; Colourful, creative and eye-catching

Viewed by thousands of potential clients daily

Ads are emphasized

Messages delivered continuously and frequently

Directs potential clients to your place of business

Regular updates keep viewers interested

Attracts a wide range of potential customers

Advertisements are concise and memorable

Impossible to ignore

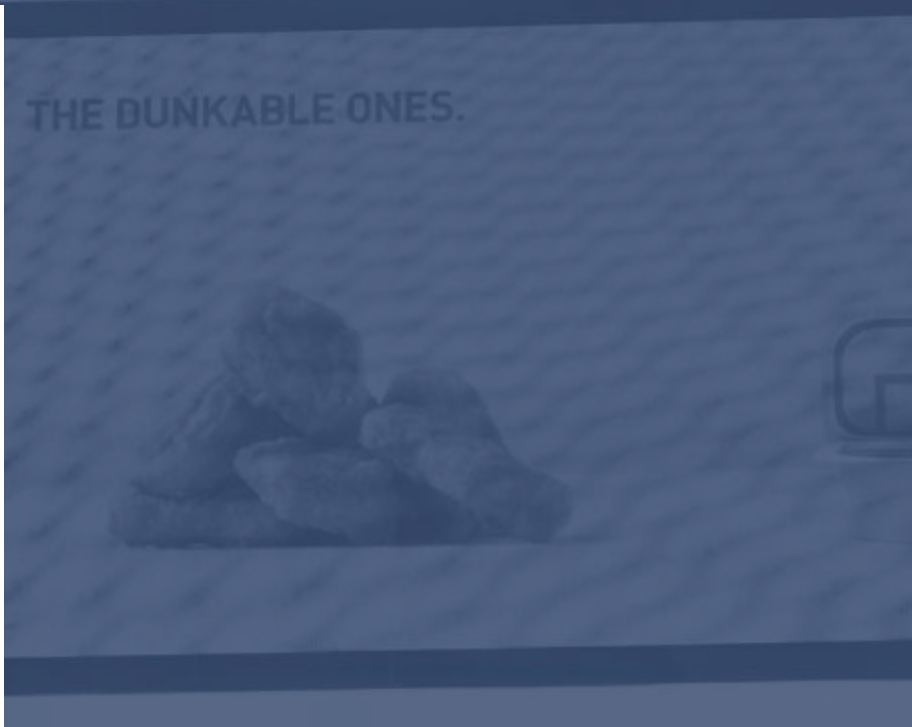
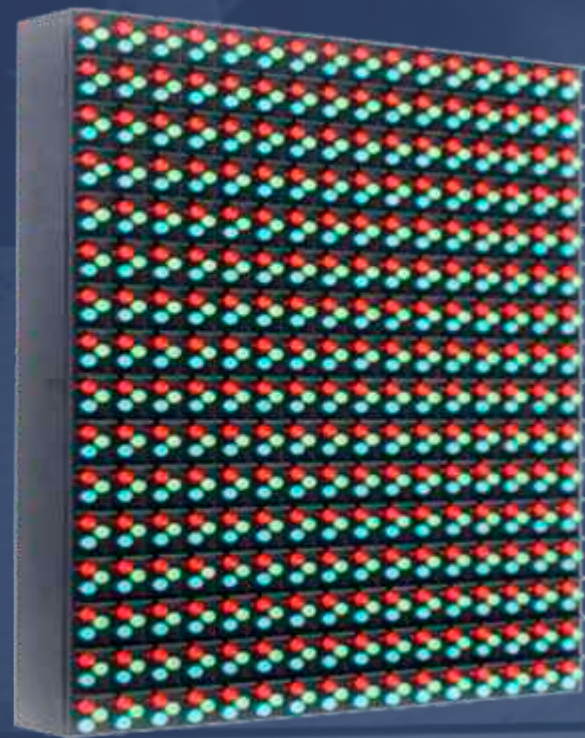
Changes can be made quickly and easily

Offers the flexibility to enable just-in-time marketing implementation

PRODUCTS

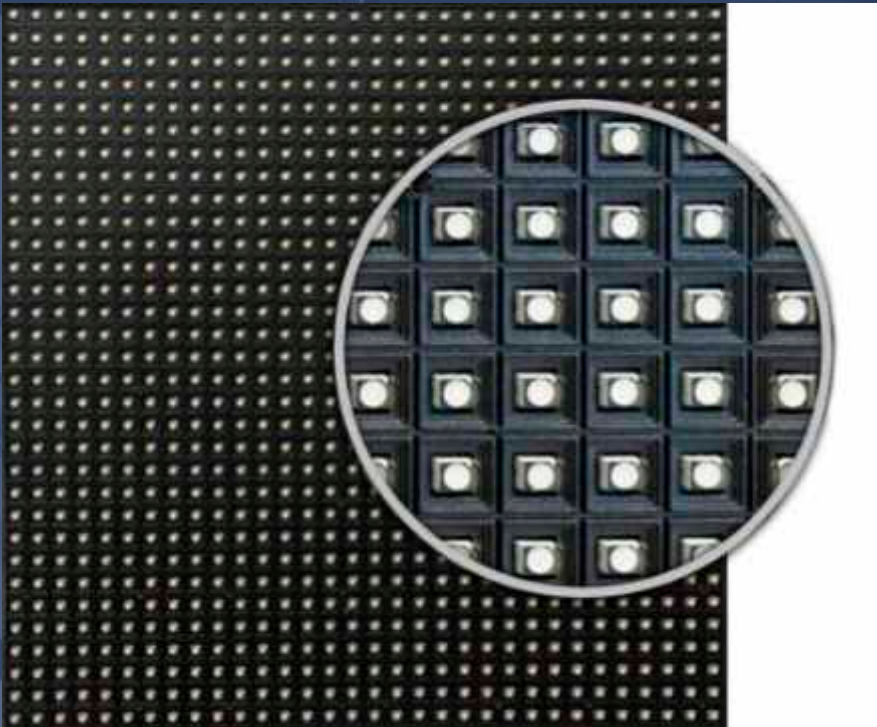
LED DIP

DIP (Dual In-Line Package) LEDs are the traditional LED lights. All LEDs are visible and separated from one another. For each point on the screen, you can see a red, green and blue led. The DIP option is favorable to outdoor conditions as it is robust.



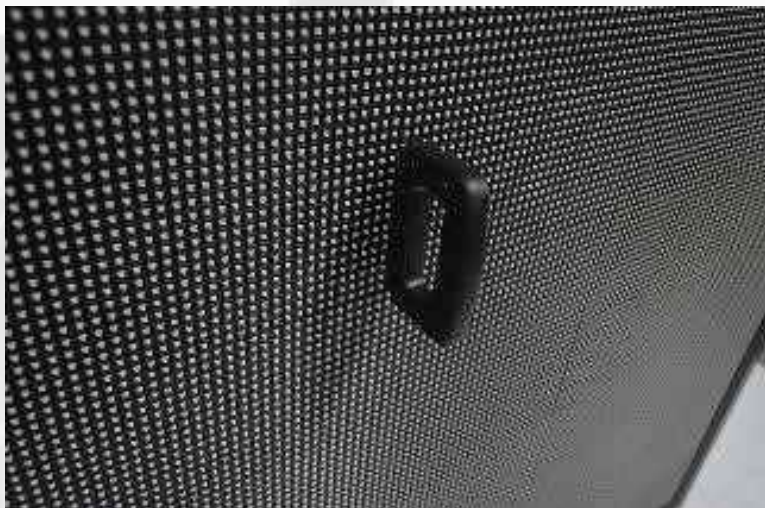
LED SMD

SMD (Surface mounted diode) LEDs are a modern form of LED chips. SMD technology consists of visually regrouping the three leds (red, green, blue) into a single point of white or black. Closer placement results in a higher resolution and this is why SMD modules are more popularly used in indoor solutions.



CABINETS

Different cabinets are used for indoor or outdoor. Maintenance back/front or both.



## Mobile Billboard

Mobile outdoor billboards are mounted on a trailer, making it mobile and suitable for use at different venues. The mobile LED screen can be custom built to suit your unique needs. It requires minimum manpower to deliver, install and operate the screen, making it cost efficient.

The screen can be raised or lowered or rotated 360 degrees to suit event requirements.



## On Site Billboard

On site billboards offer excellent 24-hour visibility Advertising anything outdoors means 24-hour exposure to the public eye. Outdoor advertising signs are not temporary or periodic, but rather consistent and non-stop. It's always in sight for the public night or day, rain or shine.



## Pole Display

Pole advertising is a highly visible outdoor marketing medium offering high impact brand awareness. Digital pole displays are highly effective and offer crystal clear image quality with various supported formats. Pole advertisements are extremely cost effective, deliver high quality adverts and are easily maintainable.



## 24 Hours a Day

**Offers excellent 24-hour visibility**

Advertising anything outdoors means 24-hour exposure to the public eye. Outdoor advertising signs are not temporary or periodic, but rather consistent and non-stop. It's always in sight for the public night or day, rain or shine.



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FOR MORE  
INFORMATION  
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