

promogroup

Product: **Promodigital bike**

Distribution: **Nationwide**

Promodigital bikes

Promodigital bikes provide an environmentally friendly and future proof product.

The Promodigital bike is a unique proposition built in house by our engineers at Promogroup Ltd as an added extra to our existing Promobikes.

On one side of the advertising pod there is the standard 6-sheet poster and on the other side an LCD screen surrounded by a border that the client may also brand.

Our new Promodigital bikes incorporate outdoor 37" LCD screens capable of delivering high quality resolution in the brightest daylight conditions coupled with media players able to play adverts or content in several formats including video, slide show and stills, all audio enabled.

The Promodigital bike like our digivans will be able to work in the centre of towns and cities interacting with the target audience in an engaging and eye-catching way. The Promodigital bikes can be placed with the screen facing the high footfall areas such as high streets, stations, shopping centres etc while the riders engage with the audience and distribute marketing material to support the promotion.

This digital technology will allow the already successful Promobikes concept to develop even further as an effective experiential proposition

The Promodigital bike's screen displays:

- Video (Mpeg 2 & 4, WMV, DivX, Xvid)
- Slideshows
- Still Content (JPEG, PNG BMP)

The Promodigital bikes are:

- Audio enabled (MP3, WAV, AC-3, WMA).
- Bluetooth enabled
- Game console enabled
- Display photos



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Costs:

Media Costs	
Duration of campaign	Cost per van per day
1 day	£490
2-5 days	£470
6-10 days	£450
11+ days	£430

- Prices are subject to VAT at the prevailing rate.
- 1 day = 8 hours (additional hours charged at £35 per hour)
- Includes driver and insurance.
- Transport supplement may be added depending on duration & location of the campaign.

Artwork Specifications:

All artwork specifications can be found on the Promogroup website
<http://www.promobikes.co.uk/art/promodigitalbikes.html>

Clients or agencies usually supply their own still or video images (subject to format and quality) or Promogroup can help you create new content using our associate production company with vast experiences in this field.

Multimedia Formats:

Video:

Video Playback Formats: MPEG-2, MPEG-4, DivX 3.11, DivX 4.0, DivX 5.0 & Xvid, Nero Digital, H.264 & WMV.

PAL/NTSC Scalable to 720p and 1080i.
Widescreen Aspect ratio

Audio:

Supported Audio Formats: MP3, WAV, AC-3, WMA 9, WMA 9 Pro, AAC-LC & Ogg Vorbis.

Still Images:

Supported Still Images Formats: JPEG, PNG or BMP pictures.

Playlists:

The formats can be used to create a playlist of different visual messages following a set or random play order. These can easily be modified and updated.

The artwork can be sent either by email, memory stick or on DVD disc to our head office.

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