

***promogroup***

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**Outdoor  
Advertising  
Solutions**

# Digital Media

*promo*group



## The Black Range

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# Digital Displays

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## The Black Range





# Digital Displays

## Uses

- Nationwide service
- Retailers, car dealerships and forecourts
- Home builders, colleges and recruitment
- Shows, exhibitions, public and private events
- Advertising , information and signage displays
- Product launches, offers and sales
- Long or short term rent
- Clients , agencies and outdoor specialists

## Benefits

- Placed on forecourts
- Capture high passing footfall
- Rotate screen to optimise exposure
- Elevate above fencing/vehicles for standout
- Easy to change the content regularly
- No expensive print costs



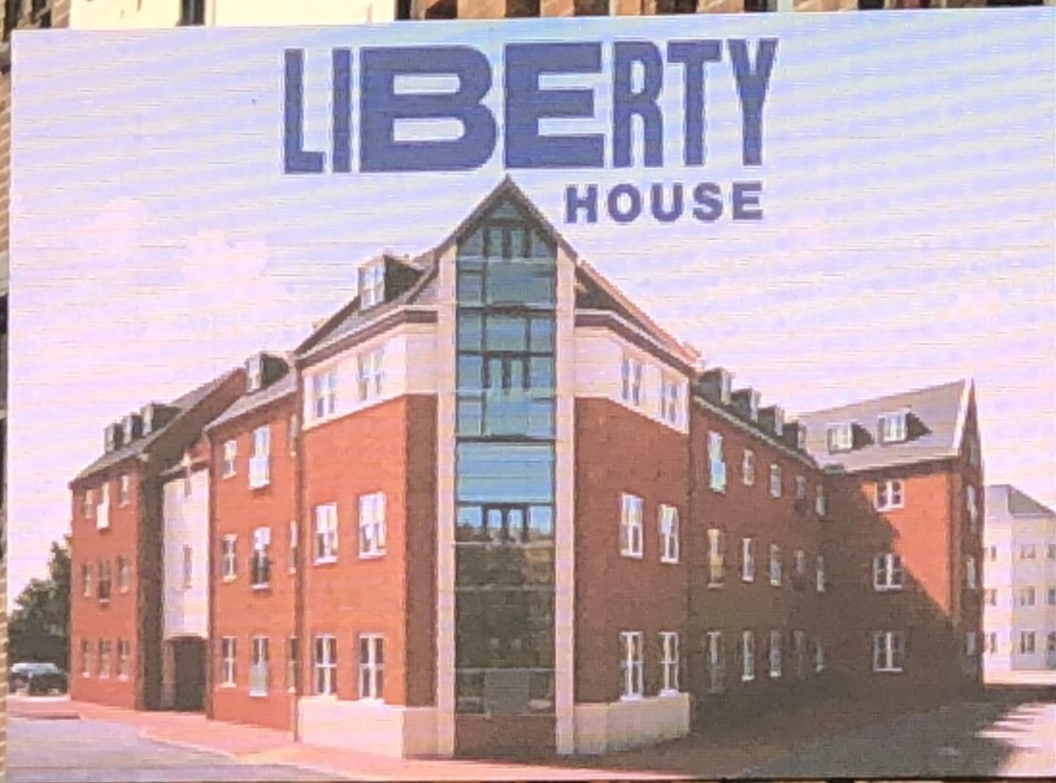


# Digital Displays

## Technical Capabilities

- 2m x 1.5m LED Digital Screens
- High Brightness Screens
- 6mm Pitch for high resolution
- Video, stills and audio capability
- 240V easy to power from dealership mains
- Onboard generator for events
- Elevate to 4 metres and rotate
- All weather operation
- 30 mins set up time
- Content management from remote PC
- Content can be played on timed schedule
- Plug & Play





# Digital Displays

## Industry Categories:

- Public & Private Sector
- Car Dealerships
- Home Builders
- Retail
- Forecourts
- Information Boards
- Digital Advertising Billboards
- Sponsorship Signs
- Sports Scoreboards
- Education Sector
- Public Authority Signage





# Digital Displays

*"whilst not being a huge fan of advertising boards I must say that it was very effective in our current situation being on a building site with this being the only real media we have used. It was bright and got the message across very well.*

*The service also was first class and when messages were changed, you effected this change almost immediately. It must also appear effective to other businesses as well as we had two enquiries from local businesses who asked about the board and supplier."*

Thanks

**Terry O'Neil General Manager Nissan Darlington  
Bristol St Motors**





# Digital Displays

*"Firstly just want to say the excellent service we have had. All members of the company have really looked after us, whilst we have had our digital screen on display. The screen is large enough and bright during summers for the content to be seen and read whilst in the car. We have noticed a shift in exposure with the screen on the forecourt, along with customers actually coming in to say 'we have seen this advert outside could you tell me more'. We have seen 6 confirmed orders from this screen in the 4 weeks of using it. Highly recommended for any business big or small!"*

Thanks,

**Alex Whitbread**

**Fish Brothers Honda Swindon**







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