

Why go Digital?

Digital advertising has revolutionized the marketing landscape, but why?

Put simply, it's all down to return on investment (ROI). Once you understand the digital medium, the reasons why your ROI is optimized very quickly become clear.

Going digital means:

Multiple advertisers can be scheduled each day - more advertisers means more revenue.

Time-specific advertising - if you know that your target audience will be passing a screen at a certain time of day, you know when to show your advertisement.

Smaller advertisers can gain an advantage - this flexible medium is available at a lower cost level than traditional media.

Dynamic-data advertisements attract bigger audiences by being more eye-catching and can providing more information.

Stand out from your competitors - go digital and make a difference!



There are a number of things you need to think about before you invest in digital signage and Lighthouse can help ensure you get the best solution for your needs. Here are some important points you need to consider:

Before you buy

Seek professional advice and ensure that the screen you are about to purchase has certification for electrical systems and complies with Electromagnetic Compatibility (EMC) regulations.

Adding M5 Lighthouse's unique calibration technology, makes sure your screen delivers the most stunning visual quality and uniformity of colour and brightness.

You may also need to consider the screen's support structure, which is a large portion of the installation cost. Lightweight panels are an advantage for both upgrades and new installations, since a more substantial, and consequently more expensive, structure may be needed for heavy panels to account for additional weight loading.

Prior to installation

Lighthouse has its own indoor and outdoor sign-off area, allowing us to conduct a detailed QC investigation with the actual size of the screen being purchased, so we can make sure every Lighthouse panel meets our customers' quality standards.

Once installed – daily operation

Lighthouse screens provide an easy operation interface and simple to use software, with software-driven processing panels being developed as the next generation solution.

Additional solutions that can be integrated with the screen to provide added value include interactive software, scheduler / content management software such as Click Effects, and external audio systems.

Monitoring / Maintenance

Lighthouse's proprietary M5 is equipped with a remote diagnostics system, which includes LED failure detection. This means that any issues can be dealt with in a timely fashion, avoiding any downtime for the screen.

For further details of Lighthouse products, please visit our website www.lighthouse-tech.com or contact your nearest Lighthouse office.

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IN·VIEW

Issue 45



Advanced DOOH Advertising



Customer requirements and challenges

Weatherproof / coping with harsh environment

Interbest's roadside screens need to be bright enough to be seen in direct sunlight and able to withstand the harshest of environmental conditions.

Color reproduction - processing

Interbest's advertisers demand the highest quality service, which means their brand image must be displayed correctly. Accurate color reproduction is an essential element for any advertising medium.

Minimize the impact on road users

Located on one of the busiest highway in the Netherlands, the A12/A27 at Utrecht Lunetten, quick installation was a must to minimize the impact on road users.

Project Profile

Location: A12/A27 highway, Utrecht Lunetten, The Netherlands
Owner/ Customer: Interbest, a leader in The Netherlands' highway advertising market
Screen: Two sets of Impact 16, each measuring 9.2m (30.18') wide by 11.5m(37.73') high, 105.8 sqm(1,138.82 sq ft)

Lighthouse Solution

Hecla opted to use 120 panels of Lighthouse Impact 16, 16mm LED screen, providing two screens of 9.2m wide by 11.5m high, 105.8 square meter each, facing the traffic coming from either direction.

Impact 16 produces 6,000 nits of brightness to cope with the most intense ambient light situations and produces stunningly accurate colours. It also has a larger than usual panel size for quick installation, is IP65 rated both front and rear to cope with harsh environmental conditions and has an easy release IM structure for ease of maintenance.

Customer requirements and challenges

Curved screen

OUT-GATE advertising group wanted to develop Turkey's largest curved LED screen.

High requirement for video processing

The specification for the screen was that at first sight it should look like a poster, not an LED screen.

Time limitations

An additional challenge for the project was that the screen is situated above one of the city's metro tunnels. A feasibility study was commissioned prior to installation, and the strict time limitations during installation were adhered to.

Project Profile

Location: Kizilay Shopping Centre, Ankara, Turkey
Owner / Customer: OUT-GATE advertising group
Screen: Pn12-ER measuring 9.6m (31.5')wide by 14.4m(47.24') high, 138.24 sqm(1,488 sq ft)

Lighthouse Solution

Installed by integration company based in Turkey Astel Elektronik, Lighthouse recommended its Pn12-ER panel, used in conjunction with an LCM-HDC processor, to produce the desired poster effect.

The combination of the Lighthouse's Pn12-ER screen and Astel's professional approach to both the installation and support structure for the screen more than satisfied every aspect of the

Customer requirements and challenges

Minimize disturbance to neighbours

Tsim Sha Tsui is one of Hong Kong's major commercial districts and one of the main stipulations for the screen was that it should avoid being too bright and thus disturbing nearby shops and passers by.

Higher requirement for visual quality

JM network's advertisers demanded superior image quality. And it is a vital advantage to help JM network being competitive among the other advertising companies.

Greater content management flexibility

The ability to display advertisements during specific hours and for a shorter time periods was required and the screen needed to be compatible with software that can divide it into sections to allow for multiple advertisements to be displayed simultaneously.

Project Profile

Location: Chung Hing Mansion, Tsim Sha Tsui, Hong Kong
Owner / Customer: JM Network
Screen : Pn12-ER measuring 19.2m (62.99')wide by 4.8m(15.75') high, 92.16 sqm (992 sq ft)

Lighthouse Solution

Lighthouse recommended that the existing 20mm LED screen, which had been installed some ten years previously, be upgraded to 75 panels of Pn10-ER panel. This would provide a finer pixel pitch, better processing and thus better visual quality and the ability monitor and auto-adjust the screen's brightness via a brightness sensor.

Easy to operate scheduler / content management software is used to schedule advertisements, as required.