

## Be a Brilliant Advertiser. What DOOH can do for you...

In a world where we are constantly bombarded with advertising, standing out from the crowd is a demanding task. Traditional billboard advertising is very limited, the design of fixed images having to be continually more inventive and unusual to be noticed.

In contrast, DOOH (Digital Out Of Home) offers the almost unlimited possibilities of moving images, which are much more attention-grabbing and offer longer-term, more interactive engagement than is possible with fixed artwork.

Digital signage is currently the second largest fastest growing advertising medium globally\*. As consumers spend more time outdoors for leisure and work, their engagement with DOOH advertising has increased dramatically.

\*Source: pqmedia, February 27, 2015

Advertising agencies, marketing managers and advertisers know that DOOH is a compelling offering, delivering high levels of creativity in high traffic areas.

Going digital really does open up a new world of opportunities.

**27pcs of two opposite-facing LED displays coverage targeting pedestrian traffic at teh Atlantic City Boardway**

- 9mm pixel pitch Rev Series LED screen
- 27.26m / 89.44" Diagonal for each screen
- Full motion video and directional sound



## What makes Lighthouse panels great for digital signage?

Ocean has stringent criteria in assessing LED suppliers, which Lighthouse fulfils and exceeds.

"We assess everyone from first principle and our procurement policy ensures that we hold regular competitive bids for upcoming installations," explains John Kilfether, Ocean's Head of Operations and Technology. "Key to Ocean is the type and grade of LED used, viewing angles, lifespan, brightness levels, diagnostics on the screen, power consumption, EMC compatibility, and finally being able to provide strong commercial terms.

"Not only does Lighthouse fulfil and exceed in these criteria, the company's entrepreneurial spirit makes it a strategic fit."

**The first true full range of SMD products for the outdoor display market**

Available in 8, 10, 12, 16 and 19mm pixel pitches, which means there's a panel that is perfect for any permanent installation.

Superior visual performance - the use of 3 in 1 Surface Mount Device (SMD) LEDs gives higher pixel densities and delivers exceptional viewing angles across the range.

True colour rendition is guaranteed.



### Impact



### Rev



**Truly Revolutionary LED Video Screen**

A revolutionary combination of high performance mechanical design and Lighthouse's high quality, yet simple to use VPRO-VCM processor

Superior visual performance - the use of 3 in 1 Surface Mount Device (SMD) LEDs gives higher pixel densities and delivers exceptional viewing angles across the range.



For further details of Lighthouse products, please visit our website [www.lighthouse-tech.com](http://www.lighthouse-tech.com) or contact your nearest Lighthouse office.

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## IN-VIEW Issue 48





# Understand your options

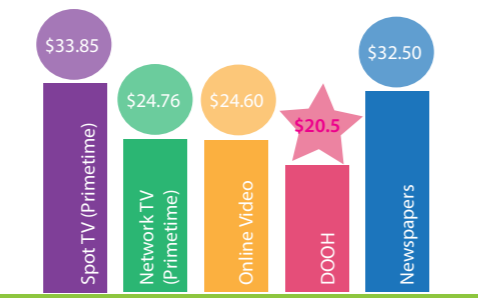
Nowadays, advertisers and marketing managers have limited budgets and need to allocate resources to the most effective channel available.

According to the Outdoor Advertising Association of America (OAAA)'s research, DOOH has the lowest CMP\* because of its large gross impressions, which makes it an excellent economic choice.

And with the ability to place digital signage in high traffic locations - at the side of busy roads, in shopping centres and airports - using it to deliver dynamic marketing content has never been a better option.

\* Cost per thousand impressions(CPM) = Advertising cost(\$)/ Number of Impressions(#) x 1000

Major Media Average CPM Comparison (in US\$)



Source: www.oaaa.org/ Peter. J Solomon Company estimates as of July 2014



Boutique media owner Ocean Outdoor specialises only in large format digital and super premium banners in the UK DOOH market.

Each of its sites is hand-picked for its unique quality and personality. The company ethos and principles - based around Freedom, Quality, Passion and Enterprise - have helped Ocean to become a dynamic force in the global media marketplace.

The company has a genuinely national UK footprint covering the key cities of London, Leeds, Manchester, Liverpool, Newcastle, Bristol, Glasgow and Birmingham. Each site is picked based on location, target audience, optimum sight lines with the size and impact to deliver for brands.

Three of its recent installations, all involving Lighthouse screens, are The Manchester Media Wall, The Northern Light and The Great Western Link.

"Going digital delivers a significant increase in revenue," says Ocean's Richard Malton



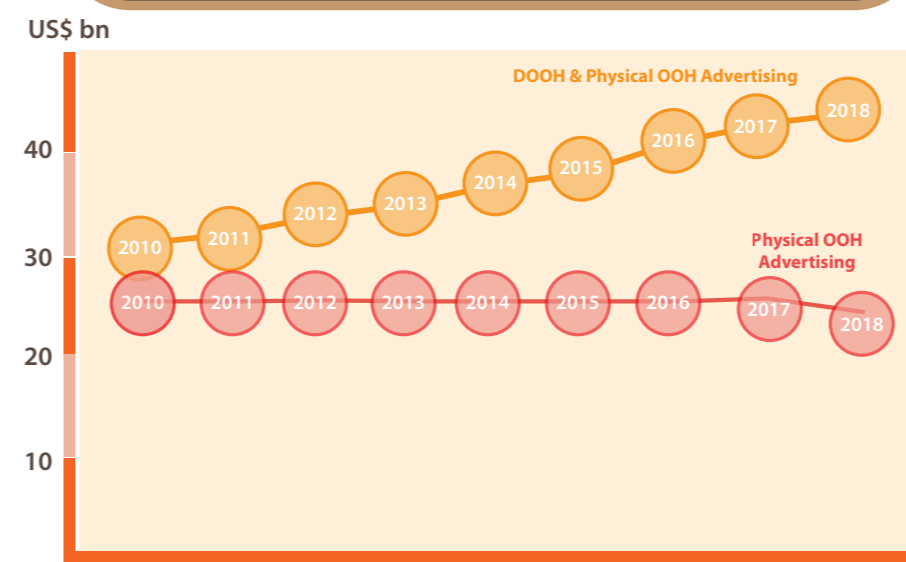
Strategically placed for routes into and out of Leeds, the UK's fourth biggest city, The Northern Light comprises two Impact 10 screens, each measuring 12.8m/41.99" (wide) x 3.36m /11.02" (high) and reaches an audience of 712,051 impacts every two weeks.

# Know your market situation

Traditional advertising is a cost and equals cash outflow. Once an advertising campaign comes to an end, traditional advertisements are discarded, a cost which is never recouped.

However, market trends show increasing revenue from DOOH advertising, which gives a consequentially quick ROI. In turn, this means that buying an LED screen is an investment and an asset, not a real cost. Another advantage is that, should circumstances change, an existing LED screen can easily be moved to a different location or sold to a new user as a fully functional system, ensuring a further return on the investment.

The global market for OOH advertising revenue forecast, 2010-2018 (US\$bn)



Source: Global entertainment and media outlook 2014-2018, PwC, Informa Telecoms & Media

# Know your viewers and your customers

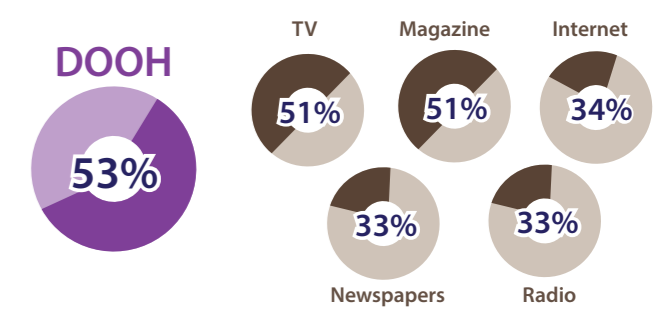
DOOH is now more popular than traditional advertising media because of its flexibility and ability to communicate time-sensitive messages, generate traffic and deliver dynamic marketing content.

Add to this the ability of digital billboards to interact with consumers' own devices such as smartphones and tablets, and brands now have a way to engage in a truly meaningful way and for their advertising spend to translate into sales, as well as a pure brand-building exercise.

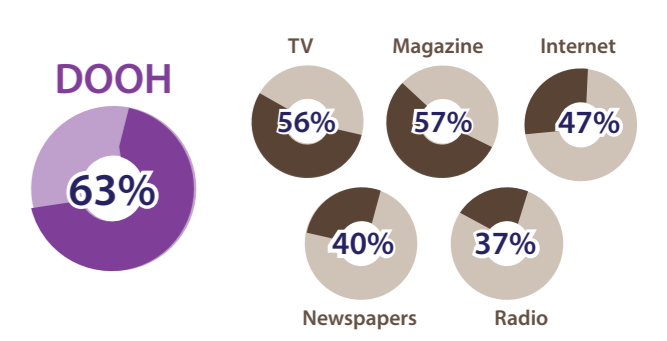
According to a Nielsen Research survey, DOOH advertising ranked highest among consumers who considered advertising "interesting" and "attention grabbing".

These breakthroughs in business development allow brands to stand out from their competitors and interact directly with their customers.

Percentage of People who report that advertising on the media was interesting



Percentage of People who report that advertising on the media catches their attention



Source: Nielsen Research

"Our most iconic site, the Manchester Media Wall, has almost one million impacts per fortnight,"

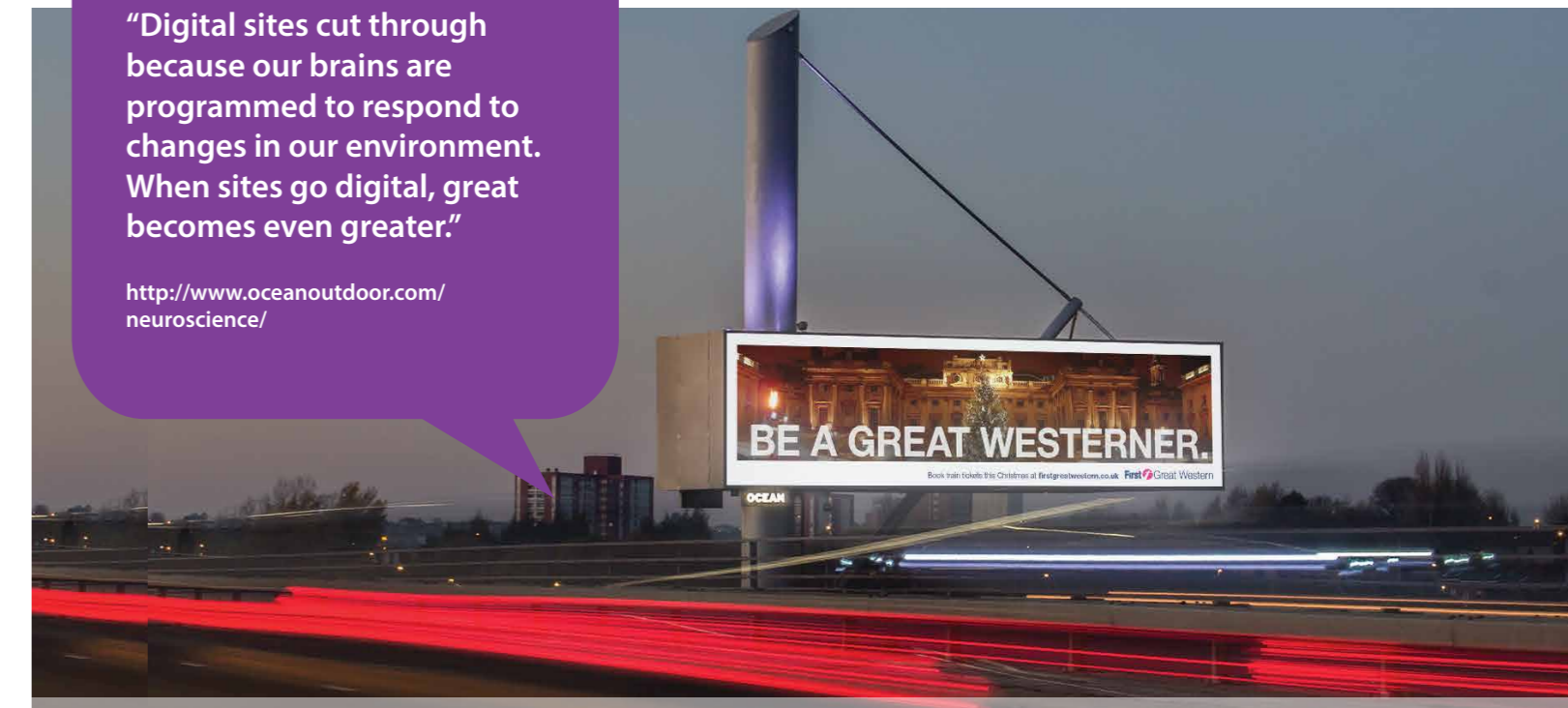
says Richard Malton, Marketing Director of Ocean.



At 12.25m / 40.19" (wide) x 5.76m / 18.9" (high) The Manchester Media Wall is the city's largest full-motion digital screen. Impact 12 panels were the chosen solution, with the screen sited on the city's busy inner ring road, Trinity Way.

"Digital sites cut through because our brains are programmed to respond to changes in our environment. When sites go digital, great becomes even greater."

<http://www.oceanoutdoor.com/neuroscience/>



The South West, The Great Western Link is a 12.8m/ 41.99" (wide) x 3.36m/ 11.02" (high) standalone Impact 10 screen positioned on the major link road between Bristol - regarded as the economic capital of the region - with the historic city of Bath. This busy position delivers long viewing time to commuters each day, with 596,863 impacts per fortnight quoted.