

LED BILLBOARDS

Increase visibility, impressions,
and *drive* noticeable results

Optec LED displays are ideal for advertising companies looking to generate greater ad impact and revenue.



DISPLAYS, INC.

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71% of people consciously look at billboards when driving.

Vibrant, Reliable & Engaging

Optec's vibrant, high-performance LED boards are ideal for Billboard advertising companies looking for consistent ad revenue and exposure. Featuring optimized graphic and video processing capabilities, dynamic software solutions, content creation services, and U.S. based Care team work Optec consistently delivers exceptional customer experiences. Offering spectacular color, brightness, and clarity.

Proof of Performance

For outdoor advertising professionals, reliability and proof of performance are essential. The advertising customer needs to know how often their ad appeared, that the ad displayed adhered to certain standards, and how many people saw the ad. The advertising agency needs to manage their digital media, campaign schedules and advertising inventory. Optec has the experience and tools advertising professionals need to provide accurate, up-to-date proof of performance data with flexible reporting options.

Outstanding Features

Power Management: SmartLink Power Management – included.

Remote access with 5 years cell data access -- included.

Webcam: Wide angle (viewed through browser).

Communication: Ethernet communications (by default)
Cell Modem – optional.

Redundant System: Display data redundant – included.



Billboards make up 66% of the OOH advertising market.



According to a study conducted by Nielsen, three out of four (75%) respondents recalled seeing a digital billboard in the past month.



Over 50% of people say they've been highly engaged by a billboard they're seen in the last month.



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Research indicates 45% of customers that stop at a service station act on impulse when purchasing products.