

CAR WASH

Attract more customers

Digital signs call attention to your location

Bring in more revenue while expanding your market influence by establishing relationships with your local consumers through eye-catching LED signage!



DISPLAYS, INC.

Worldwide Headquarters
1700 S. De Soto Place, Ontario, CA 91761 USA
Phone: +1.800.876.1668 Fax: +1.626.369.7858
www.optec.com

*LED sign advertising attracts 72% more attention
than online advertising*

Attract Attention

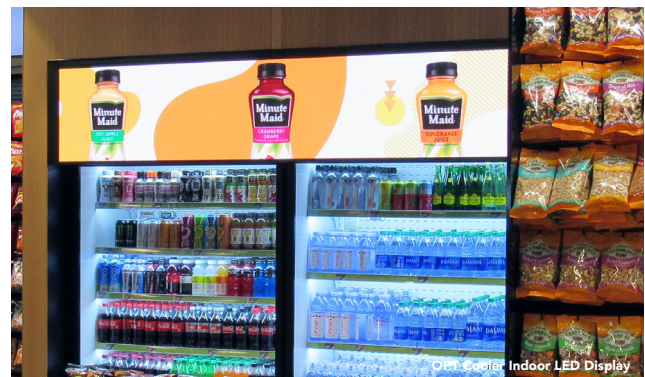
Most car wash customers decide to get their car washed as a spur-of-the-moment decision. They're getting in their car, see that it's dirty, and search for a nearby car wash. LED signs will landmark your car wash — attracting the attention of everyone who passes by your location. Manage your message content to your sign quickly and securely. Schedule content months in advance or update your messages instantly to promote services for seasonal weather conditions.



Deliver content tailored to your specific customer demographics

Indoor Engagement

Indoor digital signs provide a seamless connection to your online and outdoor marketing. Advertising inside your waiting area creates a memorable, on-brand experience and entertains your buyer -- reducing perceived wait times. Take advantage of a captive audience with high definition video advertising to promote gift cards, loyalty programs, and seasonal specials.



Over 40% of shoppers indicate digital signs can influence their purchases when relevant information is displayed near the point of purchase.

Exceptional Performance

For over 35 years, Optec has advanced LED sign technology -- building a reputation for quality LED signs with spectacular color, brightness, and clarity. Optec's optimized graphic and video processing capabilities deliver engaging content experiences via desktop or cloud. Optec's dynamic software solutions, content creation services, and U.S. based Care team work to provide exceptional customer experiences. Our LED displays help car washes increase visibility and add lasting value through our innovative products, services, and support.



American travelers spend 20+ hours on the road driving the same route every day.



Worldwide Headquarters
1700 S. De Soto Place, Ontario, CA 91761 USA
Phone: +1.800.876.1668 Fax: +1.626.369.7858
www.optec.com

Research has shown adding outdoor LED sign advertising to your overall ad campaign can surpass the reach of TV by 18%, Radio by 45%, Social Media by 212% and Mobile by 316%.