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## **Indoor Digital Signs**

Indoor digital displays provide brilliant, high impact solutions for indoor areas such as:

- Cinemas, Theatres and Exhibition Centres
- Hotel Lobbies and Entertainment Venues
- Retail Shops and Shopping Malls
- Shipping and Airport Luggage, Arrivals and Departures
- Sporting Venues (Aquatic Centres, Football Stadiums)
- Passing traffic will notice the brightness of your display, bringing more recognition to your brand and products. Drive customers to your location and brand for increased sales with exciting visual communication that are relevant and timely

## **Generate Revenue**

An investment in an LED sign can pay for itself

We can provide the templates and processes on how to contact either your own suppliers or third party companies to advertise on your sign which can generate an income stream to not only cover the cost of you sign, but to also give you ongoing revenue

As an example, we base our calculations on the following:

### **2 Minute Loops**

- Every 2 minutes the same 12 x 10 second adverts are displayed on your sign
- Loops can be as long as you like, however, the longer the loop the fewer ads your advertisers will receive
- The 2 minute loop gives the advertiser up to 720 plays per day or 21,840 per month
- The number of plays/impressions is determined on how many hours your sign is in operation, this calculation is based on 24/7
- Advertising income is dependant on the location of your sign (ie., main road, intersection) the size, foot and traffic flow and the pixel pitch will all help you to determine how much you charge per advert



## **A Quick Calculation**

- \$100 per month per advert
- \$100 x 8 x 10 second paid advertisers x 12 months (keep 4 spots for your business or your charity)
- Income Generated = \$800 per month which equates to \$9,600 per annum (based on all 8 slots being sold 12 months of the year)
- Advertising income will vary
- If you do not want to source or manage the content on your size we can manage this on a fee for service basis

## **Size**

When you have selected and measured your space and checked the power supply then we can determine the best width and height

The smallest size we would recommend is a 1mW x 2mH

## **Pitch**

The closer people will be to your sign the smaller the pixel will be required. The smaller the pixel the clearer the picture and images will appear on your sign, the more you can charge per advert

## **LED Software Training**

Training you and your staff on our software is included in our pricing

## **Our Process**

During our initial discussions we will go through our process from initial site inspection through to advertising on your sign

When you have made all the decisions for your sign we will order your sign as it takes 2-4 weeks to manufacture and then between 6-8 weeks to ship from China. To place the order we require the first installment to secure the order. When your order is received in Adelaide, your sign is tested approx 2-4 days then we install. The remaining money will be required for installation to proceed.

Payments required prior to submissions or orders being placed

1. 50% deposit required to place order
2. 30% progress payment due upon successful factory assessment testing
3. 20% final payment due upon commissioning