

TOP 2019

TRENDS

— IN —

LED DISPLAY

— FOR —

BILLBOARDS

Signs of the Times:
LED Trends Driving the Future of Digital Billboards

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INTRO

SIGNS OF THE TIMES

LED Trends Driving the Future of Digital Billboards.

It's the comeback no one saw coming. Just when the marketplace had all but written off billboards as outdated and irrelevant, the category burst back to life with the explosion of digital. Now, as print, radio, and TV ads steadily fall from prominence, digital billboards have become one of the fastest-growing ad commodities in the market.

Leading the revolution are LED billboards, which are now entering a second generation. "The first LED billboards were installed in the early 2000s, and many are ready to be replaced with new technology," said Ilidio Vincente, Director of Sales at Prismview/Samsung. "They last a decade, so we're seeing a wave of companies replacing existing assets, and a growing number of first-time installs."

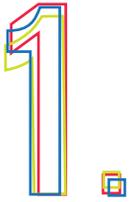
With billboards expected to grow into a \$33B industry by 2021, companies will have questions about how to future-proof their out-of-home assets in the smartest way possible: Which displays are proven to increase awareness? Enhance the customer experience? Drive revenue?

Next generation LED displays are the answer.

Read on to find out what the latest LED trends are, and how they're shaping the digital signage of tomorrow.

Did you know?
In Salt Lake
City, Prismview
designed and built
the first outdoor
LED billboard in
the country.





1. DISPLAY

RELIABILITY

The number one concern in the digital billboard industry.

Reliability has catapulted to the number one concern in the digital billboard industry, and with good reason. “Every moment a display is down, companies lose out on potential revenue,” said Vincente. “Extended mean-time between failures is no longer something customers are willing to pay a premium for—now it’s table stakes.”

So what efforts are LED display manufacturers taking to increase reliability?

Starting at the design level, manufacturers are introducing higher quality materials and superior design to build LED cabinets that can both withstand extended use and perform well under even the harshest of elements. Cutting-edge cabinets feature aluminum construction and exacting engineering in the form of tight tolerances, precise alignment, and minimal gaps.

“On the manufacturing end, it’s about creating a very precise, controlled environment,” said Vincente. “Each component of the sign has to be consistent; we have everything from an R&D engineering team and a highly experienced manufacturing team, to a very capable logistical team to make it all happen.”

Maximizing reliability isn't only about introducing next gen materials and superior manufacturing. **It's also about finding smart ways to minimize downtime when service may be necessary.** For instance Prismview provides on-board swappable individual LED components that can be quickly replaced and repaired more easily and cost-effectively than overly-sealed traditional modules.

Of course, above and beyond functional reliability, companies want consistently high image quality. That's where dramatically escalating LED refresh rates come into play. Conventional multiplex LEDs have a refresh rate of 1,000-3,000 hz. But Prismview's direct drive method achieves a 49,920 hz refresh rate. **That translates into no stuttering, no distractions, ability to capture still photos of display for proof of performance, and a better picture quality at all times.**



2. EFFICIENCY

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New developments make LED signage efficient in every sense of the word.

Overall advertising spend is going up—which is driving revenue growth for the billboard and outdoor advertising industry. But even as advertisers spend more, the pressure to maximize their return on investment is escalating as well.

Across billboards, street furniture, and other urban fixture displays and transits displays, **new developments in LED signage offers advertisers the efficiency they seek.**

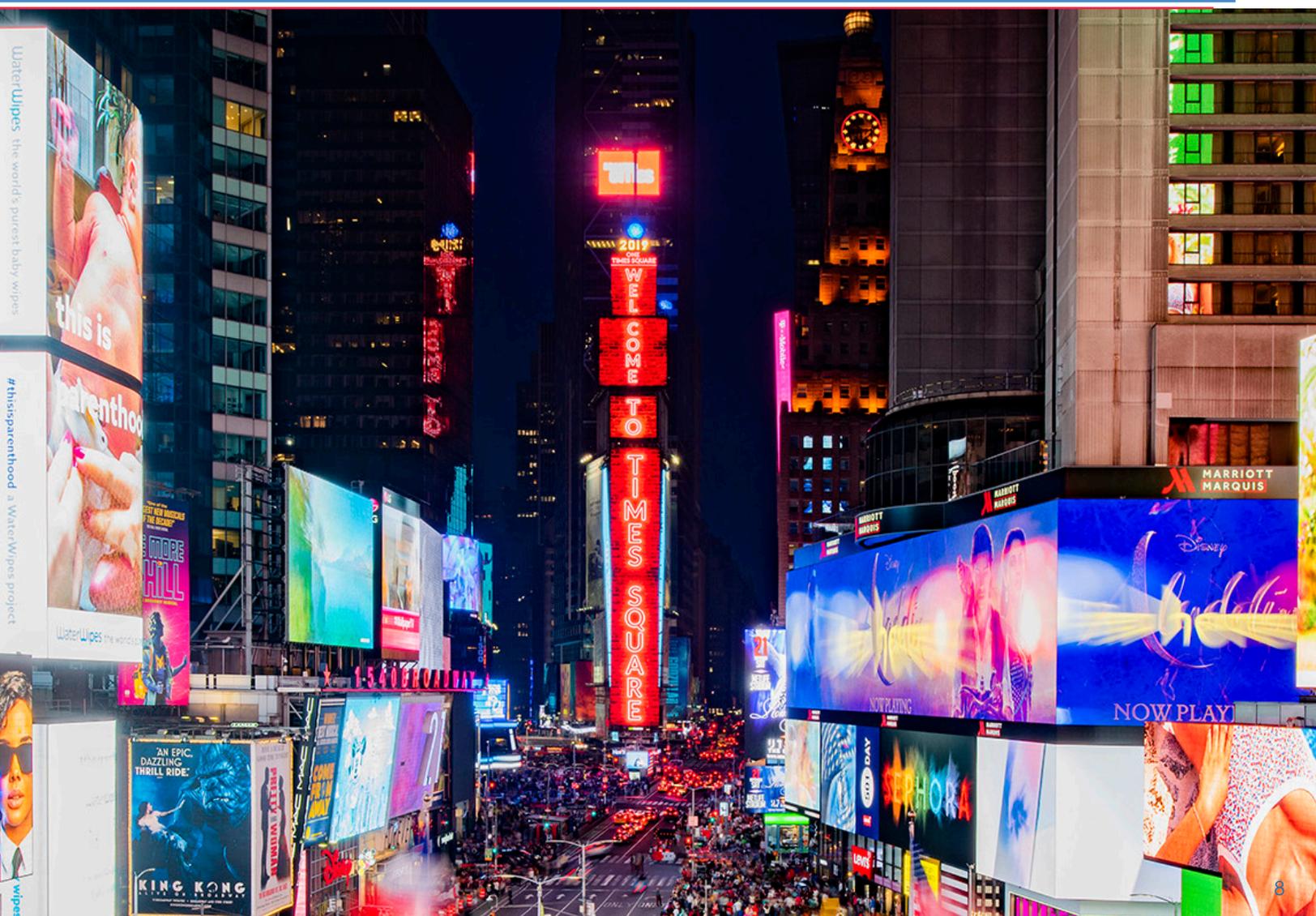
“We’ve always had an exceptionally efficient display,” said Vincente, and the Samsung XPE Product line takes that tradition of excellence one step further. Engineered specifically for low power consumption, these models combine the most efficient, top tier LED diodes and optimized power settings to conserve electricity, without sacrificing brightness or contrast.

Another trend is to incorporate solar power into the power system of smaller displays. Solar panels collect energy, store it in a battery, then use it to illuminate the display at night. “Especially in more rural locations, solar can be a good solution to ensure the displays stay up and running,” said Vincente.

Then, of course, are the enduring efficiencies of LEDs, which are growing increasingly attractive to cost-conscious media buyers and billboard companies alike. Media buyers are drawn to the fact that, according to the US Small Business Administration, **LED signage costs**

less than 10% per thousand impressions compared to any other advertising medium. And billboard companies benefit from the inherent technical efficiencies of LEDs—because the light emitted from diodes (the very definition of an LED) shines in a single specific direction, none of it is wasted. Additionally, LEDs lose virtually zero energy to heat.

As advertisers look for high-ROI opportunities to place their growing media budgets, these are just a few of the reasons why the efficiency of LED displays will make them a communication vehicle of choice.



3. PROGRAMMATIC

AD

BUYING

Digital outdoor displays reach a new level of influence.

Not only are the technical capabilities of newer OOH displays themselves advancing in leaps and bounds, but the ad buying process that powers their content is too. The key term here is programmatic ad buying—and it's revolutionizing the advertising landscape.

“Over the last 3 or 4 years, programmatic ad buying has become an industry-wide priority,” said Vincente. “With programmatic ad buying, much of the busywork of buying ad slots is gone. The extra time and money saved can be spent to create more interesting, attention-grabbing displays.”

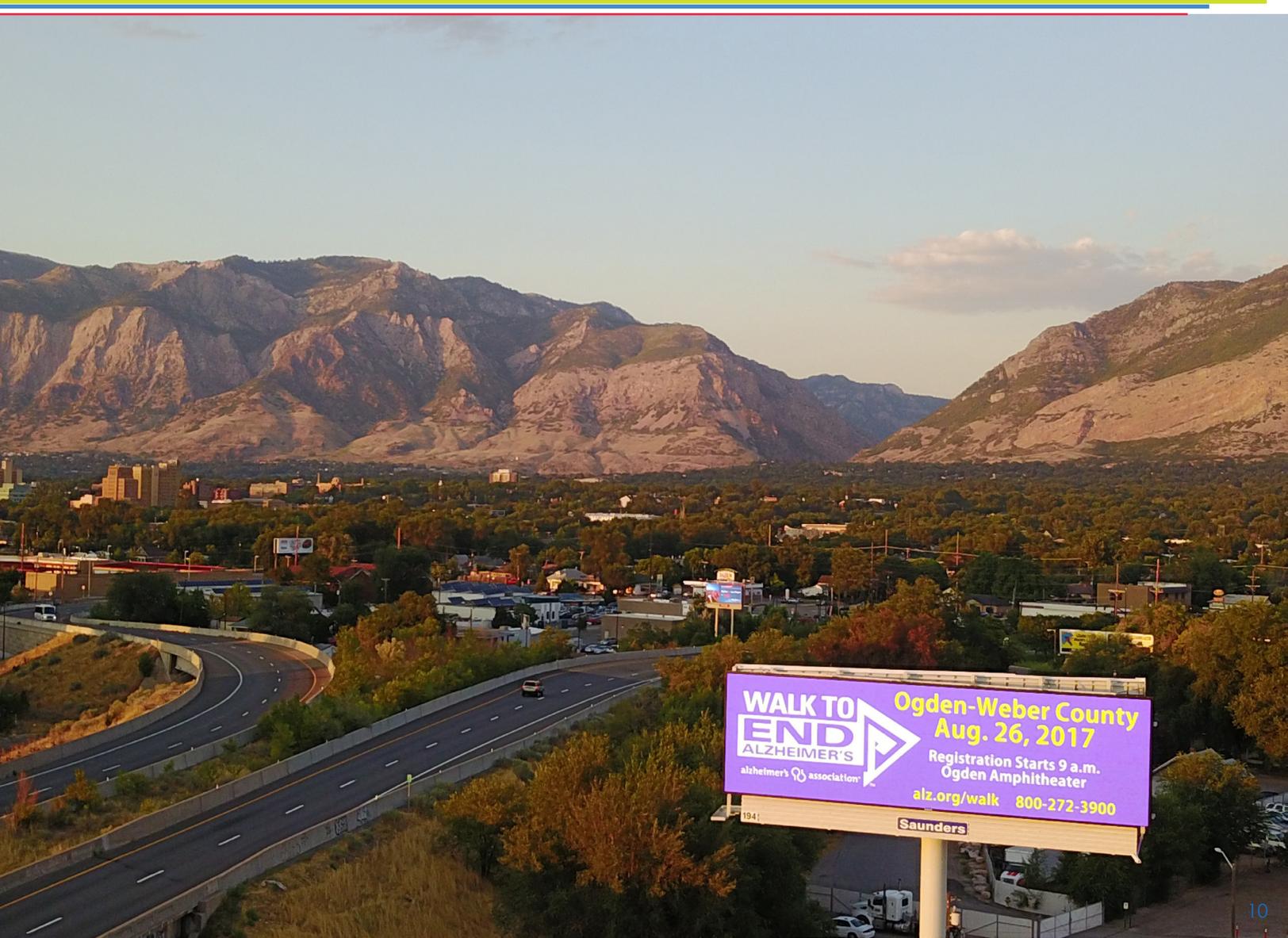
How does programmatic ad buying work? Publishers or media owners make ad space inventory available in an auction-based marketplace—at the individual impression level. Buyers can then use something called a Demand Side Platform (DSP) to automatically evaluate and bid on inventory in real-time, based on criteria like audience, price, and more.

Although thus far the vast majority of programmatic ad buying is taking place online—on desktop and mobile—digital billboards are hot on the trail. In fact, according to [AdExchanger](#), the Digital Place Based Advertising Association (DPAA) estimated that in 2018, programmatic digital out of home spend was approximately \$75 million.

The power of programmatic in the OOH landscape can't be underestimated, as evidenced by a [groundbreaking campaign](#) for Kylie Jenner's skincare line that was launched in May 2019. The campaign was conceived on a Friday. One

week later, it flooded the country, appearing on 5,800 screens in more than 1,000 cities.

Ultimately, the digitization of billboards transforms an age-old communication medium into yet another modern-day screen—flush with all the audience-building opportunities that marketers and advertisers are already leveraging on platforms like Facebook and Instagram. **Billboards have always been a powerful channel—and with programmatic ad buying, they're about to reach a whole new level of influence.**



4. GAINING RESOLUTION

Command attention and generate retention.

Every time a consumer encounters a brand, two things can happen. That brand's value can be elevated or diminished in the consumer's mind. Smart advertisers recognize the value in investing in the highest quality possible image for their digital displays.

Not long ago, the high cost of LEDs prohibited many advertisers from pursuing the maximum image quality possible. But that's changing. According to a [U.S. Department of Energy report](#), **the price of LED bulbs has fallen 90% since 2010**.

"As the cost of LEDs diodes goes down, we're seeing more billboard buyers opt for the higher resolution LED displays," said Vincente.

In fact, in locations where displays are competing with direct sunlight, or displays can be viewed from a closer distance, buyers are moving from 20 mm to 16 mm pixel pitches, a common resolution for most stadium displays.

The trend toward dramatically lower pixel pitch could benefit billboard companies' bottom line, as media buyers could pay a premium to display their content on boards that offer greater clarity. In turn, this trend is likely to impact the quality of future billboard content.

In the end, advertisers need to create experiences that stand out in an increasingly noisy marketplace. A high-resolution LED offers the perfect opportunity to turn heads with vivid images that command attention and generate retention for an impression that sticks.



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CONCLUSION

NEXT-GEN

SIGNAGE

Engage audiences and move the needle.

Success in the digital age is all about adaptation. And to stay relevant, billboard companies, and their media buying clientele, need to invest in out-of-home technologies that are not only more efficient and cost-effective, but that are capable of creating experiences that engage audiences and actually move the needle.

The next generation of LED displays makes that possible. Greater reliability means no wasted opportunities. Increased efficiency and eco-friendliness provide a sustainable edge. Stadium-sharp resolution is now widely available. And the mind-blowing possibilities

of programmatic ad buying mean the billboard industry is on its way to becoming as interactive, personalized, and consumer-focused as the web.

Under these conditions, the “good enough” mentality won’t work—not when your sign never gets a day off. At Prismview, we think about enhancing out-of-home signage from every angle. Merging over 100 years in expertise with the innovations and resources of Samsung, we create LED displays that excite and transform, along with unsurpassed customer service and innovative content.