

The First Green and Digital Center in Europe

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THE FUTURE OF OOH IS GREEN

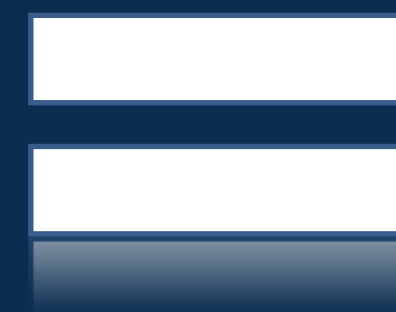
- New flexfaces from recycled materials
- Recycling circuits
- No more glue on billboards
- New energy sources and reduced energy for billboards



THE FUTURE OF OOH IS DIGITAL

- Less than 1% of advertising expenditure in digital media worldwide
- In Europe : *ad-spend on DOOH : 500 million € by 2014
(9,4% total investment in OOH)

Sources : PQ Media / Razorfish



4 IN 1 !

- New 1,000m² Green & Digital Center
- R&D Department
- Production Facility
- PrismaTronic Technical Supports



THE FUTURE IS AUTONOMOUS



BLUE TECH Technology



Fully autonomous solar powered displays

- 2 years of R&D - an exclusive technological license
- Photovoltaic cells, hidden behind the image, provide energy
- The first off grid range of OOH products
- Many applications :
 - Scroller - Trivision - Street Furniture
 - Directional-Sign
 - Prismatic Digital Signs



2M² AND 8M² SCROLLERS

100% AUTONOMOUS



Bardnt

2M² AND 8M² SCROLLERS

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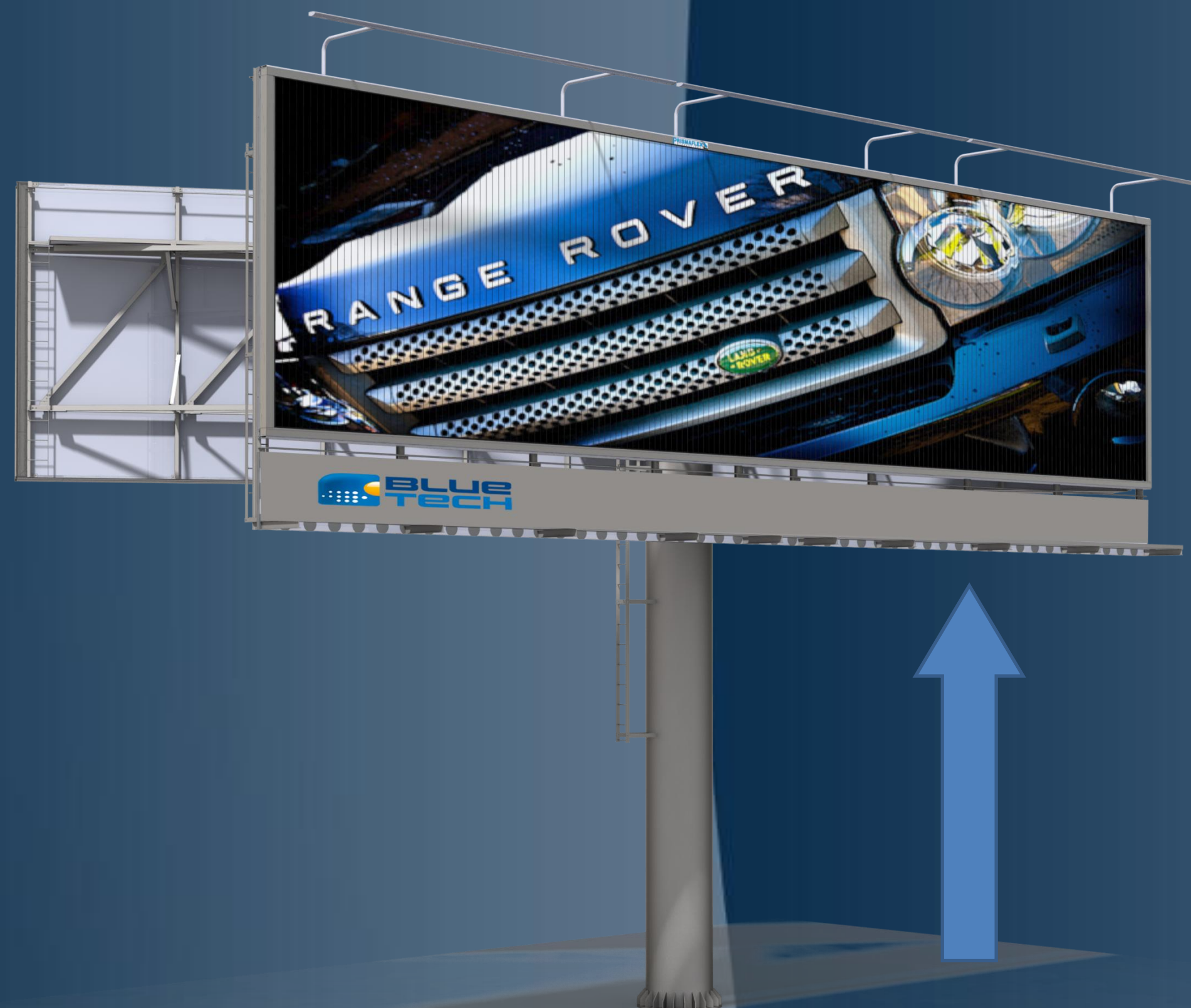
TRIVISION

100% AUTONOMOUS

A major evolution for a mature « star » product



Blue Tech supplies the Trivision mechanism + LED Lighting Keylight



Photovoltaic cells stand behind the name of the outdoor advertising company

8M² LED SIGN

- Electricity produced consumed directly
- 30 % reduction of energy needs
- Real advertising face on the back of the LED sign

THE FIRST HYBRID LED DISPLAY
WITH PHOTOVOLTAIC ASSISTANCE !



Front



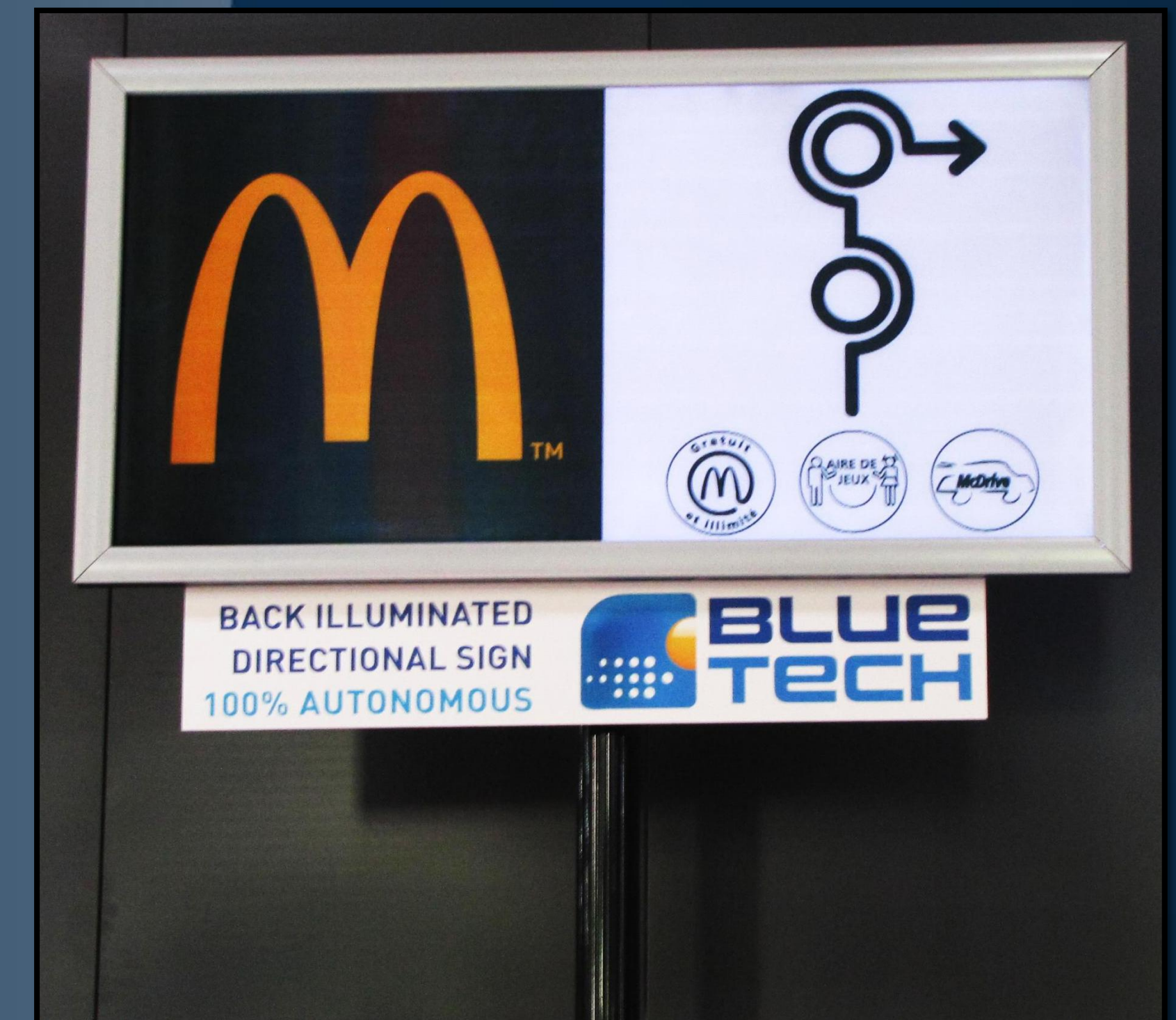
Back

DIRECTIONAL SIGN

The first solar lit directional sign

- Backlight system between photovoltaic cells and image
- Free standing, wall unit or lamppost applications

100% AUTONOMOUS



THE FUTURE IS DIGITAL

PRISMATRONIC

PRISMAFLEX NEW C13 CABINET

- Modularity - New aluminum extrusion.
- Made in Europe : 
From R&D to Production
- New opening system : flip up top right left or complete
- P6 - P8 - P10 - P16 - P20 SMD & THD



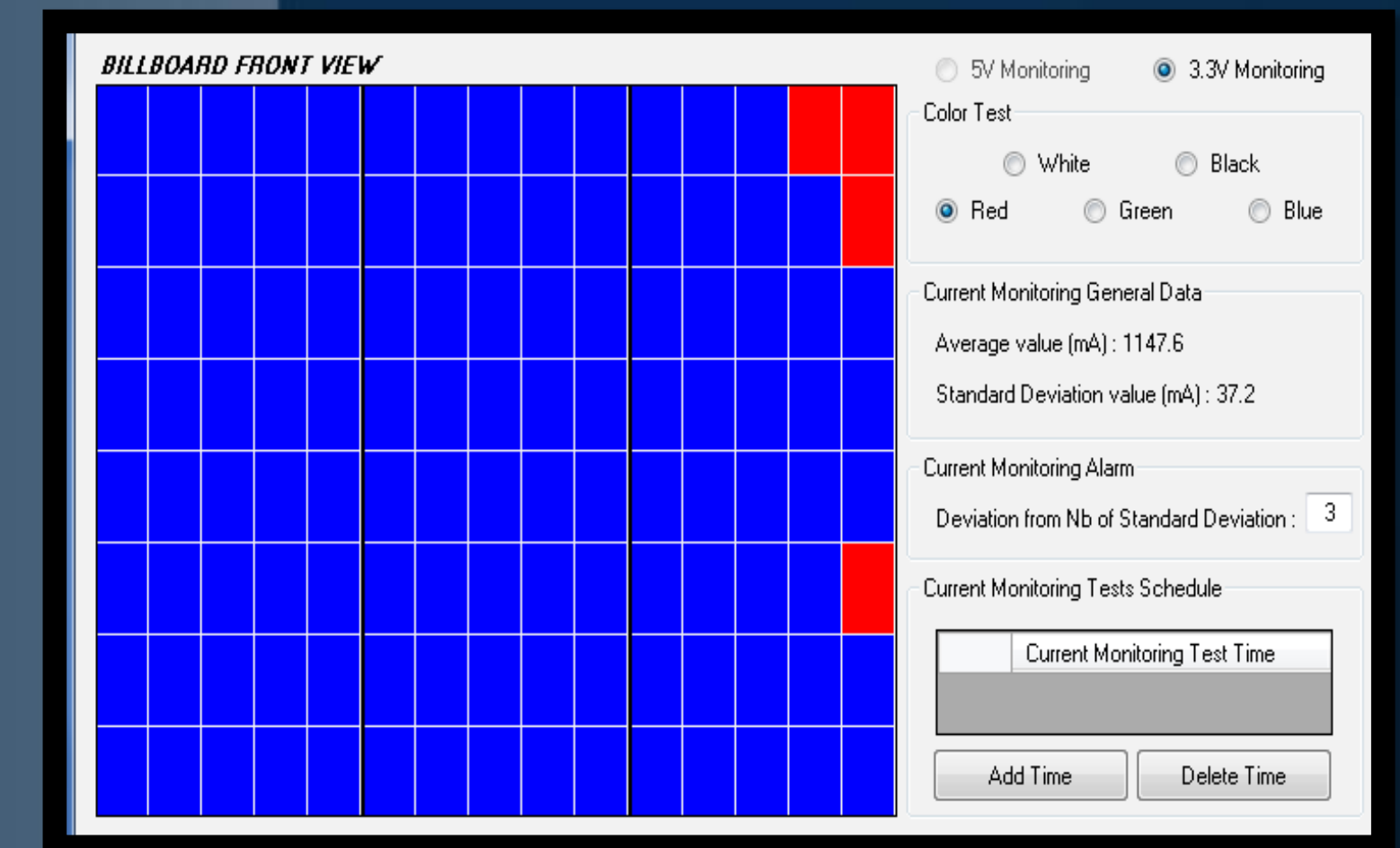
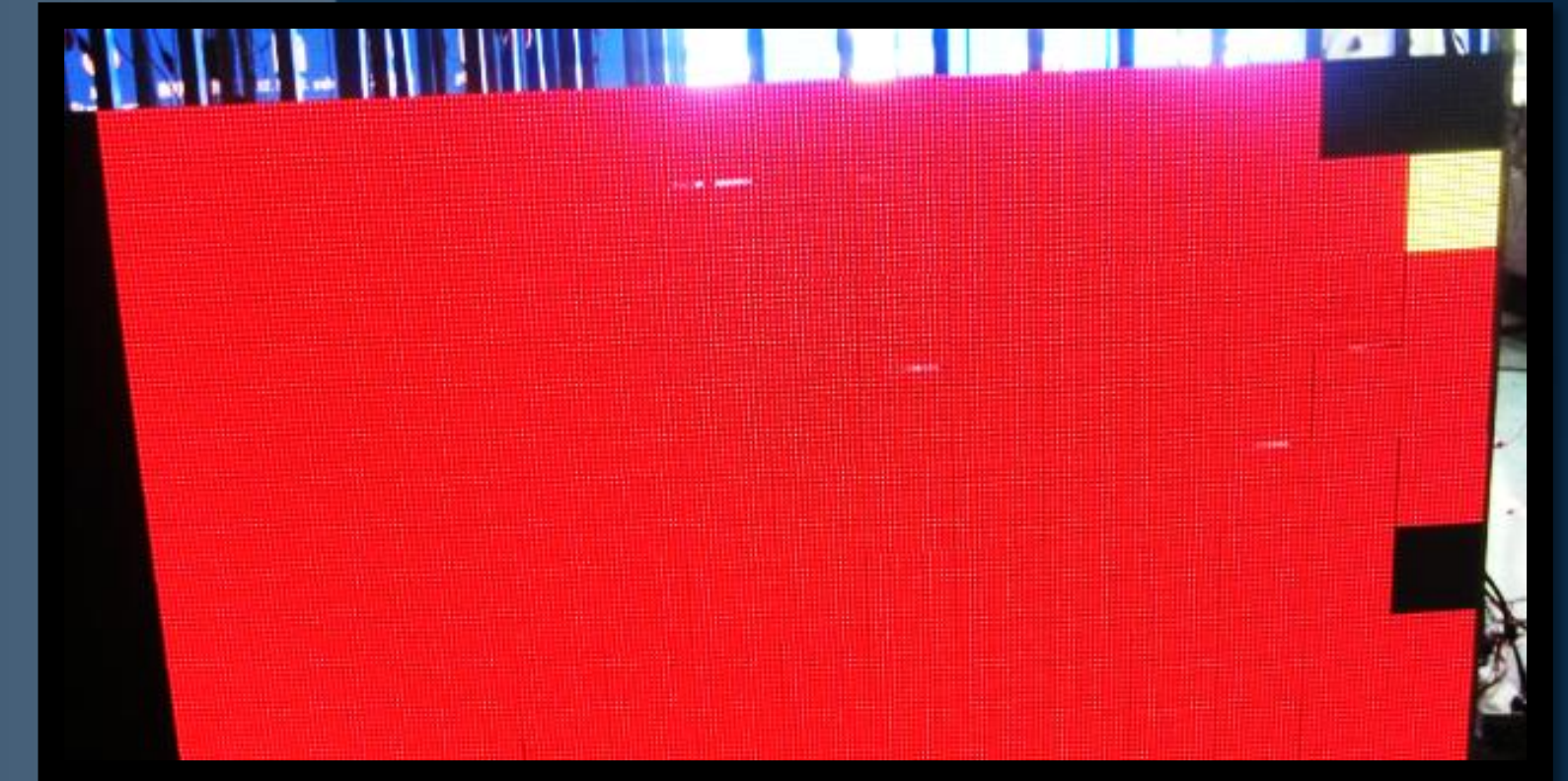
New Thin Design



NEW DEFECTIVE MODULE MONITORING



- Failures detected remotely at Module level
- Each colour checked separately
- Operations handled directly from the Prismaticronic Billboard Manager
- **Automatic alarm**
- Friendly restitution of the measurement results



TECHNICAL SUPPORT

- Pioneer of recalibration on site
- Automated recalibration
- After sales service worldwide
- Maintenance

Before
calibration



After
calibration



UNIQUE EXPERTISE TO SERVE DIGITAL SIGNS

EUROPEAN
PRODUCTION



DESIGN

INTEGRATION

PRISMATRONIC MOST RECENT INSTALLATIONS

May-June 2013



- 6 units : 16-mm junior bulletins (30m²)
- 2 units : 16-mm posters (19m²)
- 1 unit : 20-mm bulletin (55m²)



And more to come ...

Mashburn Outdoor Advertising, Tennessee, USA



COME AND VISIT US!
SHOWROOM AND TECHNOLOGY CENTER

THANK YOU
FOR YOUR
ATTENTION