The First
Green and Digital Center in Europe

Pierre-Henry Bassouls
CEO Prismaflex International
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
  - Prismatronic Digital Signs
2M² AND 8M² SCROLLERS

100% AUTONOMOUS
2M² AND 8M² SCROLLERS

100% AUTONOMOUS
TRIVISION
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!
DIRECTIONAL SIGN
The first solar lit directional sign

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

100% AUTONOMOUS
THE FUTURE IS DIGITAL

PRISMAFLEX

PRISMAFLEX INTERNATIONAL

DIGITAL CENTER
• 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
• Failures detected remotely at Module level
• Each colour checked separately
• Operations handled directly from the Prismatronic Billboard Manager
• Automatic alarm
• Friendly restitution of the measurement results
TECHNICAL SUPPORT

• Pioneer of recalibration on site
• Automated recalibration
• After sales service worldwide
• Maintenance
UNIQUE EXPERTISE TO SERVE DIGITAL SIGNS

DESIGN

EUROPEAN PRODUCTION

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, Tenessee, USA
COME AND VISIT US!
SHOWROOM AND TECHNOLOGY CENTER
THANK YOU FOR YOUR ATTENTION