



DIGITAL STREET NETWORK



“80 full motion LED display panels will be strategically placed at high density traffic intersections in Manhattan”

INTRODUCTION

Welcome to Clear Channel Outdoor, a company that strives to break the rules in Outdoor advertising! According to an article in Fast Company (Innovation Now! by: Gary Hamel - Dec. 2002), “the ideas and ways that kept companies afloat in past years are not going to work in our current economic situation. In these suddenly sober times, the inescapable imperative for every organization must be to make innovation an all-the-time, everywhere capability.” Clear Channel Outdoor realizes there are many choices in the Out-of-Home arena, but in essence, they are all quite similar. We share Gary Hamel’s philosophy, “variety being the key to evolution.” Hence, we are always searching for new cutting-edge concepts that will keep our company ahead of the competition. Today, Clear Channel Outdoor is pleased to introduce the first Digital Street Network in North America! This new outdoor advertising venue is much more innovative and eye-catching in a world that thrives on imaginative and radical thinking to keep up with the times.

THE DIGITAL STREET NETWORK

The network provides advertisers with 80 interconnected video displays with LED Screen (Light Emitting Diodes) - a digital flat panel screen - that will run continuous loops of six (6): ten second (:10) spots to attract consumers on the go.

DELIVERY-COVERAGE MILLIONS OF IMPRESSIONS PER DAY

These display panels are located strategically at the highest density traffic intersections in Manhattan. They are displayed at eye level for maximum impact. This delivers advertisers awareness, coverage and flexibility never before attainable in outdoor advertising.

BENEFITS

- World’s first 80 LED sign network
- Millions of daily impressions
- Message flexibility
- Category exclusivity with full cycle annual contract
- Full motion / full color video
- Encrypted data security

For additional information please contact:

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“The Choice is Clear!”

