



# Outdoor Digital Signage

Core Technology software creates dynamic and attractive outdoor digital signage that will capture the attention of any passerby. Outdoor digital signs are popping up everywhere; don't miss your chance to be an early adopter.

With Core Technology software, all information for your outdoor digital billboards or digital signs is managed in one location and can be quickly and easily updated. On just one digital sign you can have dozens of messages or advertisements rotating instead of just one on a traditional outdoor sign. Plus, you'll be able to change your messages based on the time of day and traffic patterns; coffee ads in the morning and restaurant ads during the evening rush. Outdoor digital signage has proven to be extremely profitable for outdoor advertising companies around the world. Core Technology software eliminates the need to print, distribute, and maintain static signs each time your content changes, saving you costly printing and distribution fees.

## Examples of Outdoor Digital Signage:

- Digital Billboards
- Digital Street Furniture
- Digital Moving Billboards
- LED Displays
- Electronic Banners

Deliver the right message at the right time to the right audience consistently at every location and make real-time adjustments to stay ahead of your competition.

## Why Use Outdoor Digital Signage?

- Increase appeal to viewers and passersby
- Adjust your content to target the traffic during specific day parts
- Change your advertising or messaging remotely, easily and in minutes
- Generate more revenue by increasing the number of ads per location
- Easily test your promotions and price points on any outdoor digital sign