

# The Digital Advantage

LED Sign Information:

Why LED?

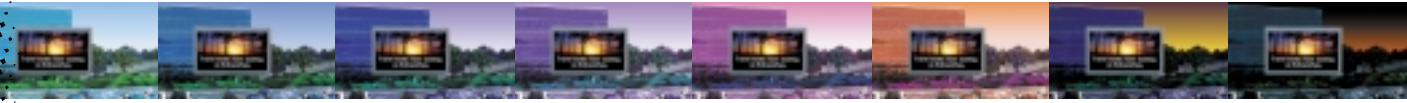
- ❑ Low production costs associated with the LED units
- ❑ Flexible and fast. Spots can be uploaded in minutes
- ❑ Full color images. Digitally enhanced images provides for clear read
- ❑ Life style boards. Commuters effectively use the units for information
- ❑ Lowest CPM
- ❑ 6x more effective than billboards (Harris Poll Study)
- ❑ Located on heavily traveled highways where traffic comes to a standstill
- ❑ Adaptable messaging: promote innovative ideas, branding, promotions, new business information, grand-opening, announcements, special services, events

Outdoor digital media offers advertisers a flexibility they can't normally get on roadside promotions. .... it (digital billboards) offers an immense value being associated with this medium for companies wanting to be seen as forward thinking and technology based."

-- ***Wall Street Journal***

"This (digital outdoor) is a big deal. ....much more nimble than traditional outdoor advertising."

-- ***OAAA August 2006***



## SiliconView

THE ELECTRONIC BILLBOARD IN SILICON VALLEY

### Noticed Far More than Other Billboards

A recent study conducted by Harris Interactive substantiates a variety of findings showing that SiliconView is highly noticed and effective. Here are a few highlights from the study:

- 67% of respondents notice one billboard more than any other on Highway 101. 76% of those who notice one board more than others say it is the SiliconView electronic billboard as compared to 12% who report that they notice traditional billboards.
- SiliconView is proven to be 6 times more effective than static billboards.
- Regardless of when they drive Highway 101, the majority report that they notice the SiliconView billboard every time they drive by.
- Over 90% of respondents notice SiliconView billboard at least "frequently."
- 75% of the respondents associate SiliconView with: "colorful," "highly-noticeable," "visible," and "electronic."
- 29% of the respondents earned between \$50,000 and \$100,000 per year, and an additional 29% earned between \$100,000 and \$200,000 per year.

Respondents to the survey drive the Highway 101 corridor at least 3-5 times per week and were asked questions about billboards in general and about the SiliconView billboard specifically. The study examined awareness indicators of billboards on Highway 101, how often drivers notice the SiliconView billboard, what drivers notice, driver demographics and how drivers feel about the SiliconView electronic billboard.

For more research findings see the **Harris Poll Summary** included in this kit.