

WE INSTALL IMPRESSIVE GIANT POSTERS.

Our modern ad space installation for Posternetwork AG.

PosterNetwork AG has operated a giant digital poster, which is over 33 square meters, since November 2011 in Hamburg. The LED system (Diamond Vision) from Mitsubishi Electric, which was installed in one of Hamburg's premier locations, is setting new standards with respect to large-format advertising.



A giant, superlative poster provides 700,000 contact chances per week.
Source: PoolONE Giant Media OHG

Giant poster – giant ad effect: Our brilliant image technology.

If you're driving through the Hanseatic City and go by Hamburger Strasse 47, you'll get the chance to see a real highlight in terms of large image advertising. The impressive ad space, at 8 m wide and 4.16 m high, is directly adjacent to the newly created ECE shopping center, the "Hamburger Meile", and dominates the entire intersection. For advertising clients of PosterNetwork – one of the leading providers of and trendsetters in outdoor advertising – the combination of brilliant image technology and a highly trafficked location is exceptionally attractive. The giant poster is potentially seen up to 700,000 time per week. This is because the ECE shopping center, the Hamburger Meile, has 180,000 weekly visitors.

Our superlative technology

A total of 18 AVL-ODT10 LED modules were installed for the project. With a resolution of 800 x 416 pixels and a pixel pitch of just 10 mm, Mitsubishi Electric also makes high definition possible outside via Diamond Vision. Image data is transmitted from a PC via DVI. This superlative screen weighs 2,555 kilograms and is concave with respect to the architecture of the Hamburger Meile.

The large LED screen is based on SMD technology (all RGB colors are displayed on one LED) and represents the latest technology. This screen is unique because of its exceptional image sharpness, true-to-live colors, best color uniformity and excellent black values (Black Package Technology). The surface design allows for an extremely wide viewing angle and the extreme contrast means that the screen can even be used in areas with bright ambient light. In terms of reliability, the LED system also meets all expectations – it is operated daily from 5am till 1am the next morning.

Our giant poster: One digital technology – many advantages

The giant digital poster for PosterNetwork attracts a great deal of attention, with motif changes and animated images in XXL creating awareness. Dynamic content can be implemented quickly and easily, making the poster extremely flexible. Images are displayed directly from the computer so there are no installation or production costs. This reduces lead times for new campaigns to a minimum, since digital image content can be delivered up to two business days before the show begins. Thanks to modern technology, giant digital posters provide completely new ways to use the format, such as motif changes within one day, countdowns for special sales, and much more.

THE CONCLUSION

"For us, the giant poster at the Hamburger Meile is currently the best outdoor advertising system in Germany", says Gordan Steyer, an executive of PosterNetwork AG. No surprise here, since Mitsubishi Electric has almost 30 years of experience in LED large image technology and can, as one of the world's leading suppliers, point to numerous instances of high resolution XXL outdoor walls in highly varied areas. In addition to advertising space, this also includes installations at racetracks, exhibition and concert halls, arenas and sport stadiums. So it should come as no surprise that the ambitious project took six months, from planning to successful daily use.

