

# Digital Pavement Advertising

**Businesses like to communicate with the stream of potential customers walking past their premises on a daily basis. Naturally extra public attention usually means higher turnover! Marketing company Paves BV, based in Zoetermeer (Holland), designed a Digital Pavement Billboard with dual LCD screens and mini speakers for just that purpose.**

To provide electricity to the mobile display, Victron Energy developed a convenient battery system. This avoids dangerous cabling across the pavement. With its LCD screen and speakers the advertising display station is a 'mobile multimedia magnet' which draws customers inside in all weathers.

Businesses are able to 'announce' various message types to the public: short adverts, offers, films, and written copy. Of course, with this modern variation on narrowcasting the amount of screen-time is unlimited...

The advertising message is composed on the company computers. Via a USB-stick or wireless connection it is uploaded to the digital advertising board. The robust aluminium pavement board then displays the messages as a slideshow.

To supply the mobile multimedia player with mains electricity via a power cable across the pavement would be somewhat unsafe. Victron Energy designed a handy battery-system solution, which can be recharged when the unit is stored on company premises at night. The powerful batteries provide play throughout the day (around 12 hours). The unit weighs 55 kilos and can be moved using its easy roll-bar. For more information, contact [info@eyepho.com](mailto:info@eyepho.com) or see:

[www.digitaalstoepbord.nl](http://www.digitaalstoepbord.nl)    [www.eyepho.nl](http://www.eyepho.nl)    [www.filmuwbedrijf.nl/index.asp?hast=43](http://www.filmuwbedrijf.nl/index.asp?hast=43)

