



Outdoor Digital Advertising Supporting Information

Introduction

Digital technology is changing the delivery of information. cameras, digital televisions and radios, digital newspapers displays on bus shelters and freestanding units (FSUs). become the norm in indoor environments and many outdoor already converted to this format. The modernisation of the natural process of evolution, particularly relevant in commercial

On bus shelter or FSU displays, digital technology produced changed electronically, negating the need for printing on paper task of recycling the posters. The versatility that digital advertising is able to be changed more often than the current more direct service for our clients.

The use of modern technology to deliver images to the public information to be displayed, but enables police and government emergency information and quick communication to the raised helps support local authority services in the provision bus shelters and other services.

Digital technology is here to stay and will continue to grow on displays on outdoor advertising in the UK has risen from 2013 (Source: Outdoor Media Centre) and is predicted to continue future. We have recently received over 800 planning consents currently rolling out a digital installation programme both in

Existing Digital Units on the Highway

In 2011 a hundred digital displays were erected on bus shelters concerns expressed, before they were erected, about the