



LED Van: Digitised Transit Medium

TRANSIT MEDIUM IS ESTIMATED TO BE THE GROWTH DRIVER IN OUT-OF-HOME (OOH) COMMUNICATION FOR THE FLEXIBILITY THAT IT PROVIDES, WHICH IS ACTUALLY THE NEED OF THE HOUR. IN THE INTERNATIONAL MARKET, DIGITAL OOH HAS INNOVATED TRANSIT MEDIUM IN MANY WAYS.

LED Van is the combination of transit medium and digital OOH. In LED van, LED display is mounted on the chassis of the vehicle. This vehicle used for the purpose is customised and fabricated as per the required dimensions of the LED display. This concept, since its launching, has gained some positive response from the market.

If we talk about the conventional transit medium; it provides the flexibility to reach maximum people. Overall from marketing perspective, it's a highly attractive stunt for brands to advertise to have lot of attention and brand recall in no time. LED display is brighter display than its counterparts that provides liberty to utilize on digital content. It beats the rigidity of a static poster and connects to an audience to get the message across.



How LED Van works?

The LED display mounted on the van gets power supply through a generator installed in the same vehicle behind the display. The vehicle is given proper ventilation as there is a lot of heat produced from the generator, display & vehicle itself. An outdoor LED display is used for installation as it has a good heat-resistant capacity & higher resolution so that it can be visible even under direct sunlight.

Projects Executed

Phenomena Corporation

Phenomena Corporation is a premier media agency that provides all commercial & media related services under one roof, be it models, commercial shoot, artists or film making. Phenomena have been in the industry for past 15 yrs. Such a long standing experience immunizes the agency for all the possible hurdles that come in process of the projects.

To remain in the limelight, as a leading brand, one needs to keep on innovating the products or services it provides. Hence, Phenomena introduced the service for LED Van, which is an effective tool of advertising.

Project Details

Two LED Displays were installed in the same Van, one on the side & another at the back. Outdoor LED displays were used for the installation for its long durability & heat-resistant capacity. Phenomena uses LED Van as its flagship advertising medium to display advertisement for a variety of its valuable clients.

LED Display Specification:

Display: 1 (Only Back Side)

Height: 4.20ft

Width: 4.20ft

Display: 2 (Both Sides)

Height: 5.24ft

Width: 7.87ft

PNP Media Services

PNP Media is Lucknow based media agency specializing in outdoor media. To broaden the portfolio and bring the innovative quotient to the advertising offerings PNP Media has taken Xtreme Media LED Van solution. PNP Media has utilized LED Van in their various advertising campaigns especially in

tier 2 cities where reaching the audience through other medium is bit of a challenge. After registering success of one LED Van for one of their client, PNP added LED van as one of their mainstream advertising mediums.

LED Display Specification: P10

Dimensions: 13.23 ft. x 0.94ft.



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