

# The Digital Advantage

## Making the message your own

ooh!Media2009

Congratulations! You're about to experience the ultimate business-builder. Your new LED display can yield a fast return on your investment, and keep on rewarding you for years to come. But you'll want to learn how to use it to its full potential, so here are some tips to get you started.

Think of your new electronic message center as your own custom-built media network. You'll be able to tailor your message to fit any schedule, situation or sales promotion. Keep in mind, though, that you have just seconds to capture a viewer's attention, engage them, tell them and sell them. That's hard work, but an important key to your success.

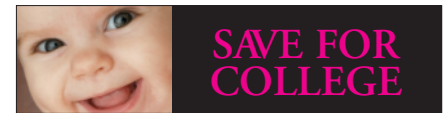
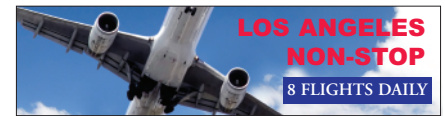
### It's not what's behind the display, but what's on the display that matters

**86,400 seconds in a day – so many opportunities!** Divide that into 8-second message segments; that comes out to 10,800 chances to grow your business - so you want to make sure that every message makes the best impression. To do this, you'll need to learn to achieve the balance of quantity and quality that balances public perceptions with your business goals.

### Keep it simple – less really IS more

Outdoor audiences, especially in vehicular traffic, have just a few seconds to see and read your message. Each frame should be a clear and brief

*Use uncomplicated and easily understood backgrounds. Text should be brief, simple, and set in readable type with the right contrast and size for the location.*



expression of **one idea**. Use a background with good color contrast or interesting imagery, and **very brief legible text**. Short simple words will get the point across quickly and easily.

### Keep messaging interesting, dynamic and relevant to ensure continued viewing

Displaying the current time and temperature is a proven way to keep people looking at your display. With Ooh!Media 2009 content management software, time and temp are a snap to get up and running. Use valuable information like this—information everybody can use—to continually reach out and build awareness of your business at any time of the day or night.

Likewise, explore the capabilities of this software's flexible scheduler. Edit and mix up your content to appeal to different audiences at different times of the day. You might only be open 9 to 5, but your EMC keeps "selling" 24 hours a day. Much like a television commercial, your messages should be memorable enough to bring interested customers back during regular business hours.



*Here are some good typefaces, with good color contrast, but the message is too wordy for passing traffic to read easily.*



*This is better: we used high-visibility color combinations and reversed the type. But can we make it even more visually compelling?*



*A colorful graphic and shorter text make for a faster read. "TODAY ONLY" adds immediacy. We'll try it for a few Sundays and try something else in a few weeks.*

## Stand out from roadside “visual wallpaper”

Roadside locations can be chaotic and visually complex. You must stand out to be seen. Make it big, and make it bold – quick comprehension is essential! Here are some basic techniques to keep in mind when designing your message:

- Large and legible typefaces are easily read at long distances. Avoid typefaces with thin strokes, small spaces inside letterforms or ornate lettering.
- Drop shadows can make text “pop” off a background and make it more readable.
- Light letters on a dark background actually look bigger and usually read faster than the opposite.
- Keep punctuation to a minimum and pare your wording down to only the core concept.

## Your display gives you 16.7 million colors—don’t be afraid to use them!

While a white background can be dramatic and clear on the printed page, the rules of design are a little different for LED displays. Not only do full white backgrounds come off as dull or murky, they can also shorten the life of your display. In order for an LED to project white, it must fire at full power and intensity. This also increases your display’s power draw.

Instead, pair pure or primary bold colors with high contrast type. Rich background colors work better during daylight hours due to ambient light refraction. Try using more pastel-hued backgrounds in low light situations or at nighttime for more color vibrancy.

Black text on a yellow background rates the highest in readability (that’s why this combination is used on road signs). See the colored circle chart below for some more easily-read color combinations.

### Avoiding the cardinal sins of bad design



*This one has it all: a busy graphic, a fussy typeface (in all caps, no less!), and little contrast between the type and the background.*



*By using color, contrast, a clean typeface, and just enough imagery to make it tantalizing, the image gets the point across much more clearly.*

*Although you can use all your installed fonts, make your selections based on readability. Ornate, thick and thin, funky or fancy typefaces will be very hard to read.*

#### Hard to Read:

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj*  
 Aa Bb Cc Dd Ee Ff Gg  
*Aa Bb Cc Dd Ee Ff*

#### More Easily Read:

**Aa Bb Cc Dd Ee Ff Gg**  
**Aa Bb Cc Dd Ee Ff Gg Hh**  
 Aa Bb Cc Dd Ee Ff Gg Hh  
**Aa Bb Cc Dd Ee Ff Gg**



**Daylight:** ● ● ● ● ● ● ● ● ● ● ● **Night/Low Light:** ● ● ● ● ● ● ● ● ● ● ●

*Colors that look nice together may not be the most readable. High color contrast is the key to readability.*

*Change your background colors from vivid, pure, rich tones in daylight to pastel hues for nighttime or low light installations.*

## See for yourself: check it out!

Our emulator is pretty accurate, but to make sure your messages look their best, you really need to check the display in person. Go outside and drive by your location: look at it in different directions, going different speeds, at different times of day, check it in differing light and weather conditions.

*The flexibility of digital media makes experimentation easy. Try a variety of tactics when determining your message strategy.*

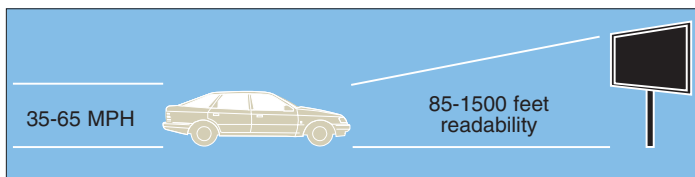
*For example, try combining animated backgrounds with different typefaces and colors. Or create different stock layouts to add variety to your daily specials promotions.*

*In the end, however, it's how it looks on the display, not your PC, that will be the key to deciding on the design that works for you.*



## Understanding viewing time

To maximize your display's potential, take the time to analyze your location's audience/motorist viewing distances and timing. We suggest that you actually



*Your Adaptive display communicates easily with pedestrian, main street or highway traffic, due to ultra-wide viewing angles and the software's ability to allow you to use multiple letter sizes (from 6 inches to 14 feet).*

drive the route during different parts of the day and time how long you have to view the messages – keeping in mind your desired maximum and minimum viewing distances. If the stoplight two doors down gives your display longer viewing times, make sure those motorists can read your messaging from where they're waiting at the light.

As people are driving by at 35mph, let's say they can actually READ the text for only 2 seconds. For greater comprehension, you may need to shorten the words and try to make the type a size larger. Then use the Frame Sequence Time Line to lengthen the hold time for your message. During rush hour, there are probably more distractions, but the traffic might be slower or stopped at the light for a longer time, so adjust your timing for that congested time of day.

## Legibility vs. Visibility

It's possible to see your display's message from a distance without being able to actually read the text. The Appearance Effects function can be used very effectively to create movement, get attention and draw the viewer to the display from a distance. However, you should use the Hold Effects to get the actual message text to hold long enough for people to read it, once they're in range.

When dealing with text, use Appearance Effects sparingly and for short bursts of time to grab attention. Have your text zoom on, wipe across, open up, roll up, or spin really fast – then hold your message text for longer. "Hey, look at me! Hey, look at me! HOLD... 2, 3, 4, 5, 6, 7, 8."

The type fonts and sizes you select need to take into account your maximum viewing distance. A good rule of thumb is that 1" of letter height equals 40' of viewing distance. For example, a 24" letter can be read from approximately 960 feet. So if your digital display has a 4 foot tall face, you could display two lines of 24" letters and see this from 960 feet, but a 4 foot letter could be seen from 1,920 feet.



*Use Appearance Effects to quickly to attract attention, then use longer Hold Effects times to allow messaging to be read completely.*

## Your audience changes...and so should your message!

Driving patterns vary depending on school and work schedules, or peak business hours in shopping or entertainment districts. A great feature of EMCs is that you can customize your messaging to target different audiences driving by in the morning, noon and night.



Morning Drive: 6:00 -10 AM



Mid-Day/Lunchtime: 11 AM - 2 PM



Dinner/Late Night: 5 PM - 1 AM

For instance, a businessman driving by at 6:30 in the morning is in a different frame of mind if he's driving by at 7:00 on a Friday night. Take this opportunity to change your messaging accordingly by promoting breakfast specials in the AM, and prime rib at night.

Focus your instant ads and promotions to capture motorist attention based upon what's happening in your business every day. Address the wants and needs of different audiences by changing the messaging throughout the day with your software's Schedule function.

## Harness the Power of Flexibility

The easy-to-use Ooh!Media Scheduler allows you to change messages second to second, minute to minute, hourly, daily or weekly. You can even schedule all your holiday messaging for the entire year – in January!

Not only can you arrange messages by daypart, you can even use the scheduler to prioritize what shows more frequently in your rotation. By comparing sales figures during times when certain messages are running, you can do your own "test marketing" and determine which kind of creative works, and which doesn't.

## The graphic details

Ooh!Media 2009 is extremely intuitive. Anyone can easily create attractive, compelling messages with little or no graphics experience. However, for those who do want to get creative, here are a few pointers and hints:

- **Write your messaging text in the Ooh!Media message editor** in the fonts and sizes provided. This will force you to edit down to the simplest words, the shortest, and hopefully the fastest comprehension.
- If you need to capture only a few frames of an animation, enhance an image, or incorporate a custom logo, **it's easier to edit your photo, animation or video files in other programs** such as PhotoShop or Paint before importing them into the program. Be sure to convert all colors to RGB and adjust as needed after viewing them up on the display.
- **Image files for your display need to be saved at 72 ppi (pixels per inch)**. However, as you create your images, be sure to design them to match the actual pixel size of your display for the best possible image. A photo sized for a 32 X 96 display will look fuzzy and distorted if run on a 48 X 160 display. These file sizes are relatively small, and can easily be e-mailed or stored and saved into your Media Library, a CD/DVD, or other removable media.



One size doesn't fit all, especially when it comes to resolution. Image A is a 32 X 96 pixel graphic saved at 72 ppi. When the same image is put on a 48 X 160 display (Image B) it loses definition. Image C was specifically created as a 48 X 160 pixel graphic, saved at 72 ppi. Note how much clearer it is.

## Different businesses, different tactics

**Car Dealers:** Highlight new models, special pricing, financing offers, option packages, rebates and incentives, as well as inventory or year end sales, dealership events, service specials, or hot parts promotions.



**Community/Venue Promotions:** Run a countdown of days left to a big game or concert. Broadcast show dates, times, and ticket prices. Cross promote neighborhood businesses who could benefit from the traffic coming to see Santa, a craft fair, the big football game, a music festival...

**Restaurants:** Display a different daily special – every day... automatically! Display the flavor of the day, soups, holiday brunch reservation info, new food offerings, patio dining, or immediate seating available.

**Universities:** Broadcast info on registration, sports events, performances, shows, lectures, open gym/fitness, movie listings, and other meetings and happenings held on campus for students or the public.



**Retail:** Seize those sudden sale opportunities immediately! Hot outside? Advertise cold drinks, ice cream, bathing suits, sprinklers... and watch them fly out the door! Snow coming? Want an inventory reduction sale today? You can do it in just a few minutes – this medium's all yours!

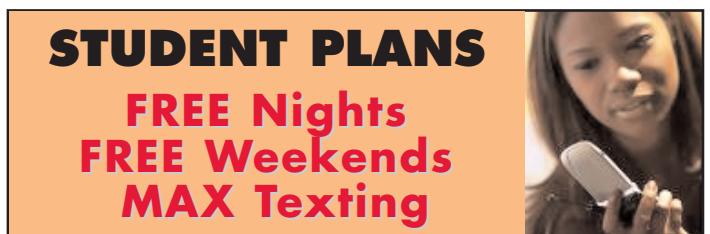
**Financial:** Display changing product promotions, update finance or interest rates, run stock exchange feeds for pedestrian traffic, draw attention to branch event or special employee achievements. Why not give some personality to your branch's messaging?



Are you the big corporate giant, hometown guys, or new to town? Support local holiday festivities, congratulate the team's victory, or announce sponsorships.

**Real Estate Brokers/Developers:** Easily update price changes, listed properties, interest rate promotions, special showings. Advertise open houses, development events, builder promotions, financing opportunities. Recognize top Realtors, office performance and awards.

**TV/Radio/Media:** Deliver the latest news, weather, sports, or traffic updates easily through RSS feed data. Broadcast a TV/radio entity's web address to go to for more detailed, up-to-the-minute info.



**Internet, Phone & Cell Services:** Compete with published rates and offers with deals of your own. Target new areas with focused promotions. Are you near a university? Tailor specially bundled plans just for students, and let your digital display do the talking!

## Get busy, then get connected

You're ready, you're set, now get going! Creative flexibility makes on-premise signage one of today's hottest advertising media—so don't be afraid to experiment with different ideas, fonts, sizes and colors. And Ooh!Media 2009's handy help menus will help you to create and perform basic day-to-day actions, as well as more advanced messaging techniques.

When you want to take it to the next level, sign up for a class from Adaptive's E-Train via our website at [www.adaptivedisplays.com](http://www.adaptivedisplays.com). E-Train is a real-time, online learning session with an instructor and other classroom participants, accessible from the convenience of your own desktop. For more information, e-mail us at [OohTraining@AdaptiveDisplays.com](mailto:OohTraining@AdaptiveDisplays.com).