



**DIGITAL DISPLAYS**

LED BILLBOARD NETWORK  
@ TIMES SQUARE, NYC

# BREAK AWAY FROM THE CLUTTER

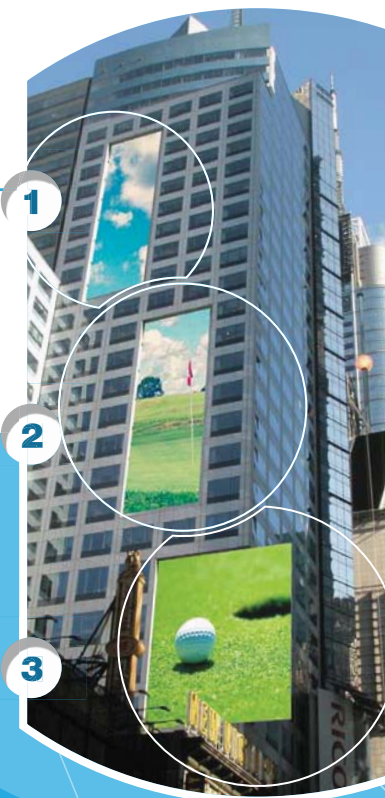
**SMARTLITE DIGITAL DISPLAYS** LLC is a progressive International Digital Media company that utilizes state-of-the-art LED technology to deliver both basic and interactive advertising messages to consumers in an outdoor advertising forum.

Smartlite Digital Displays provides advertisers with a cost-efficient way to make many impressions across a multitude of locations—twenty-four hours per day and seven days per week.

Through our network of LED spectaculars, advertisers will be able to project their messages beyond the Times Square “Bow Tie”, expanding visual boundaries. Locations from the west side of Manhattan, along 42nd Street, to as far north as Central Park along 7th Avenue, are available for advertising reach.



# LOOKS ARE EVERYTHING.



**LOCATION ONE**  
**3 TIMES SQUARE**  
 42ND STREET & 7TH AVENUE

	DISPLAY 1	DISPLAY 2	DISPLAY 3	DISPLAY 4	DISPLAY 5
SIZE (H/W)	99x26	85x26	53x42	53x20	22x34
SQUARE FOOT	2,574	2,210	2,226	1,060	748
FACING	WEST	WEST	WEST	S/E	S/E
FLOORS	19 <sup>TH</sup> -27 <sup>TH</sup>	11 <sup>TH</sup> -17 <sup>TH</sup>	6 <sup>TH</sup> -10 <sup>TH</sup>	6 <sup>TH</sup> -10 <sup>TH</sup>	3 <sup>RD</sup> -5 <sup>TH</sup>
ORIENTATION	PORTRAIT	PORTRAIT	PORTRAIT	PORTRAIT	LANDSCAPE
RESOLUTION	1584x416	1360x416	1696x1344	1696x640	1056x672
PITCH	19.05MM	19.05MM	9.525MM	9.525MM	10MM
LED TYPE	DIP	DIP	SMD	SMD	DIP

Over One Million viewers go through Times Square

**PER DAY**

**LED**  
 (light-emitting diode)  
**BILLBOARD TECHNOLOGY**

West

South East



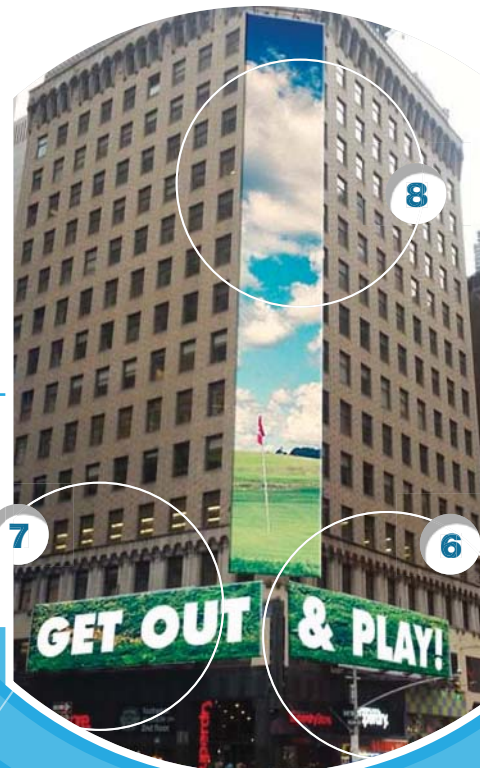
Displays 4 & 5 are viewed by 30,000 subway travelers as they enter and exit the subway each day.

Times Square is the **#1** advertising market in the world.

# TELL BETTER STORIES.

## SMARTLITE DIGITAL DISPLAYS

HAS A NETWORK OF EIGHT LED SPECTACULARS. THESE VISUALLY ARRESTING DIGITAL BILLBOARDS PROVIDE ADVERTISERS THE MEANS TO UNPRECEDENTED STORY TELLING.



### LOCATION TWO

## TRIPLE PLAY

7TH AVENUE @ 49TH STREET



SIZE (H/W)	14x56	14x56	130 x17
SQUARE FOOT	784	784	2,210
FACING	WEST	NORTH	N / W
FLOORS	2 <sup>ND</sup>	2 <sup>ND</sup>	3 <sup>RD</sup> -13 <sup>TH</sup>
ORIENTATION	PORTRAIT	PORTRAIT	LANDSCAPE
RESOLUTION	560x2240	560 x2240	4160x544
PITCH	7.62MM	7.62MM	9.525 MM
LED TYPE	SMD	SMD	SMD

First to greet both pedestrian and vehicle traffic as they enter Times Square from Central Park. This location is

**3,858 square feet of amazing**

Highest resolution in Times Square.

The **130 FOOT "BLADE"** (DISPLAY 8) can be purchased as one continuous display or in three segments to utilize media in a more standard format.



CÎROC

STEP INTO THE CIRCLE



CÎROC STEP INTO THE CIRCLE



CÎROC STEP INTO THE CIRCLE



SuperdryStore.

footwear available on 2nd floor

Superdry

SuperdryStore



Superdry



# Sugar Ray Leonard

## **SMARTLITE/SUPERIOR DIGITAL DISPLAYS**

WOULD LIKE TO WELCOME 6 TIME WORLD BOXING CHAMPION AND OLYMPIC GOLD MEDALIST "SUGAR RAY LEONARD" TO OUR BOARD OF DIRECTORS. WITH RAY ON BOARD SUPERIOR DIGITAL DISPLAYS IS SURE TO BE A KNOCKOUT!

### **FOR AD SALES, CONTACT**



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