

Provantage's Digital Walls entice travellers at King Shaka

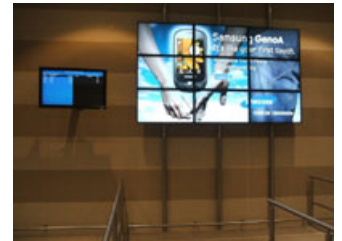
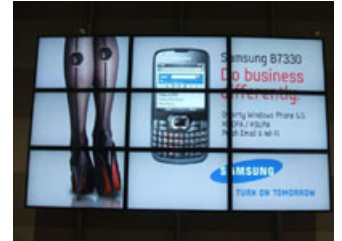
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6 Sep 2010

On the back of securing the exclusive media rights at the new King Shaka International Airport, Provantage Out of Home Media has added a new media innovation for advertisers - state-of-the-art Digital Walls. Reaching LSM 8-10, the Digital Walls are positioned in the security check-in ensuring every traveller gets to see the advertiser's message.

The Digital Walls are each made up of nine state-of-the-art LCD screens that produce crisp, clear, life-size images. What's more, the superior motion-image resolution ensures that fast-action images are reproduced with stunning clarity. Each Digital Wall measures 1,87m by 3,08m in total size.

The state-of-the-art Digital Walls offer great value for money for advertisers and are an excellent alternative to traditional television. Their location makes them highly visible and targets both leisure and business travellers in the LSM 8-10 bracket. Content can be turned around quickly, ensuring that messaging, such as newspaper headlines and retail specials, is kept constantly up to date.



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