

PROJECT DATA SHEET

FORD BILLBOARD ADVERTISING SIGN



The new Ford billboard with a Computronics LED display located on Kings way in South Melbourne



Ford aims to use the display not only as an advertising sign but also to align Ford with the rugby world cup held between 10th of October to 22nd of November. This is going to be done by putting the results of games from the world cup onto the sign live so that the site becomes a point of reference for people wanting rugby updates.

As most games finish after hours Ford staff will be updating the signs from home via GSM modem update on a laptop that is being used only for this purpose. The display is over 9 metres in length and consists of 24 characters at 400mm in height.

Combining LED displays with billboards enhances the overall impact and is extremely versatile as it allows you to display any message using a number of display features such as scrolling, flashing or rolling.



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