

## The OOH Growth Catalysts

OOH Expo 2019, organised concurrently with the Outdoor Advertising Convention (OAC) at Renaissance Mumbai Convention Centre Hotel, Powai, Mumbai on July 26-27, drew the participation of some of the most dynamic companies delivering state-of-the-art solutions to Indian OOH businesses. The robust exhibitor participation in the Expo was emblematic of the Indian OOH industry's sure-footed move to adopt new technologies, media and materials. Pray Jani provides a brief introduction to the exhibiting firms at the Expo.

### Atenti Origins Photoelectricity Consort

Rajneesh Rawat, Director, Origins

Atenti Origins Photoelectricity Consort is a DOOH manufacturing company that also offers complete integration services along with customisation options. The company maintains that their digital screens can withstand every weather condition.



The company manufactures products using their in-depth understanding of the Indian weather conditions. Offering location-based solutions is what gives the company's offering the competitive edge.

At the Expo the company decided to exhibit large size screens in the sizes 6 x 3 inches, 8 x 5 inches and 10 x 6 inches, for both indoor and outdoor use. The media is suitable for displays on railway and metro rail networks, malls, high street stores, etc. Installation and deinstallation of these single panel solutions were cited as easy and hassle-free.



### Enkon

Aninda Banerjee, Director, Enkon

Enkon reaches out to the shoppers through advertising media on shopping carts in static and digital form. Cart advertisement works well for FMCG products as it is seen to significantly influence the buyer's choice. Bringing a digital touch to the platform, Enkon establishes a stronghold in cart advertisement.



Enkon's cart advertising media targets captive audiences. Enkon's digital OOH on shopping carts and shopping cart ambient media options are available at Hypermarkets and major retail chain network nationally. The quality of audiences they attract through their media, and the advertising technology used to attract the audiences make their product a great success.



**LeafBerry**  
OUTDOOR ADVERTISING

**LEAD**  
ADS

**Ludhiana Media**  
CANTILEVERS - GANTRIES - POLE KIOSKS

W [www.leafberry.in](http://www.leafberry.in) E [sandhu@leafberry.in](mailto:sandhu@leafberry.in) +91 99151 00911

## Can Image Media Tech

Dayaram Mahajan - Partner, Can Image

Here we have an exciting media that Can Image Media Tech company has taken eight years to process and perfect. A promising rural advertising solution, the technology is irremovable and untearable. Their key product, 4Wi is a resin-based, water-activated media which is printed on, giving a vibrant finish to the wall printing campaigns.



Can Image Media Tech is the sole proprietor and manufacturer of the product. They have the patent in India, China and some other countries. The product is entirely eco-friendly and resistant to UV rays. It means that the media, once put up on the wall, is durable for up to a year. In rural establishments, flex media is prone to wear and tear, and wall painting does not give out the right quality. With 4Wi digital printing technology, the media stunningly brings out high resolution images on any surface.



Expanding from wall advertising, Can Image Media Tech is exploring the transit media options. The company is unveiling the latest transit media campaigns that the company successfully tested.



## Book My Show Ads

Divyaudit Singh - AGM -Cinema operations and Business development, Book My Show Ads

Book My Show Ads introduces Glasses-Free 3D screens to amplify the DOOH experience. The 3D display screens capture greater attention as compared to 2D DOOH media.



Book My Show Ads also offers campaign management solutions. They are working on building their advertising network to help clients with providing available sites, developing stellar 3D creatives and for running the campaign.

Their amalgamation of high quality 3D content creation with the 4k display is an instrumental innovation for the DOOH industry. Apart from 85-inch screens, large size video walls with high definition Glasses-Free 3D creatives make them stand out among competitors.



Book My Show Ads brings their 50-inch demo screen to display the Glasses-Free 3D content technology along with some enticing 3D creatives designed for the media.



**LeafBerry**  
OUTDOOR ADVERTISING

**LEAD**  
A D S

TRADITIONAL OOH ASSETS AT  
**HOSHIARPUR**  
&  
**PATIALA**

UNIPOLES - BQS - POLE KIOSKS - UTILITIES - MEGA UNIPOLES

W | [www.leafberry.in](http://www.leafberry.in) E | [sandhu@leafberry.in](mailto:sandhu@leafberry.in) T | +91 99151 00911

## OOH SOLUTIONS

### Indian Roar

Akshay Patwardhan - Director, Indian Roar

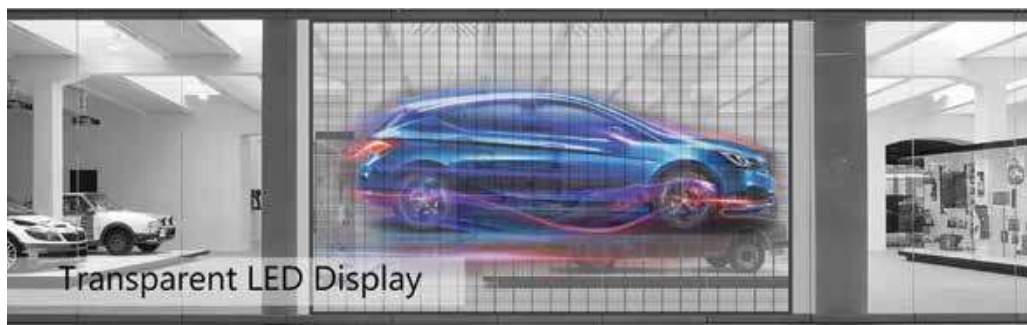
Contributing to the DOOH growth and technological advancement, we have Indian Roar, with expertise in smart walls, digital standees and holographic displays to name a few. The company also provides interactive, touch screen media for advertisements. Leveraging the best of technology, Indian Roar introduces Indian OOH industry with the global technology.



Indian Roar brings an amalgamation of tech savvy media on traditional formats, clubbed with their digital cloud solution. Their cost effective structure helps the users achieve highest quality standards in terms of execution of advertising. With the help of modern day technology, the media offered by the company manages to deliver high visibility, and through interactivity, builds customer engagement.



With the vision of expanding the reach of outdoor industry with modern technology, Smart LED walls, transparent LED screens and LED standees are Indian Roar's attractions at the Expo.



### Jyoti Display

Jiban Datta - Director, Jyoti Display

Primarily involved in manufacturing high-end digital and static signages among other DOOH media, Jyoti Display Pvt. Ltd. is aggressively influencing the digital shift in the OOH industry. They manufacture LED walls, hoardings and billboards, LCD video walls, Interactive kiosks and digital standees and more in the digital segment, and in static media they have front and backlit billboards, totems, and pillar ads among others. They also provide a software solution to operate digital media from a remote location.



While DOOH is taking over the market, the company manages to stand out with customisation options as per client requirements. Their media is entirely designed by them and this allows them to offer endless customisation options to accommodate the client.



At the Expo, Jyoti Display showcased their standees, digital curtains, and other DOOH media solutions, showcasing their contribution to the digital revolution the OOH industry is ushering in.



**TRADITIONAL OOH ASSETS AT**  
**PHAGWARA**  
**&**  
**PATHANKOT**  
**UNIPOLES - BQS - POLE KIOSKS - MEGA UNIPOLES**

W | [www.leafberry.in](http://www.leafberry.in) | [sandhu@leafberry.in](mailto:sandhu@leafberry.in)  
 T | +91 99151 00911





#### 4 Martech Labs (Laqshya)

Sridhar Narsingh - VP, 4 Martech Labs

Coming up with intelligent hyperlocal solutions is 4 MarTech Labs, a next gen marketing solutions company that empowers brands and agencies to optimise their marketing in OOH, retail, and event scenarios. The company unveils their OOH metrics solution, Hyperlocal OOH Technology (HOT) at OAC 2019.



4 MarTech Labs offers artificial intelligence (AI) powered solutions that empower brands and agencies to enhance their marketing. Hyperlocal OOH Technology (HOT) is a combination of several components that include 64 data sources specific to the location, AI powered traffic counts with an accuracy of 85%, demographic enrichment, target group-based location ranking and optimised media planning that help brands increase the marketing efficacy be it for OOH, BTL or events.



Brands and agencies will benefit from HOT by making informed decisions, powered by AI and backed by data, in-depth insights of the catchment areas and intelligent micro-targeting of their TG. HOT would also allow them to measure the scope and returns from their campaigns to make sure the investment is justified.

#### LOCAD

Rishabh Mehta - Founder & CEO, Locad

LOCAD claims to have Asia's most comprehensive and intelligent solution to manage and plan OOH campaigns. With their numerous tools like LOCAUDIT, PLANO, SCREENO, and more, LOCAD assists with planning and auditing, offers a Programmatic DOOH CMS (Content Management System) platform, real-time traffic count and more.

The LOCAUDIT is their primary product which offers an efficient, end-to-end solution, which includes inventory management, media planning and media availability, alongside audit and monitoring on real-time basis. LOCAUDIT and other backend solutions also have additional demographic and 3rd party data plugged into their system through which they are able to auto generate best possible plans as per campaign objective, brand category and targeting parameters (audience profile, point of interest etc. around a particular location) thereby making it the most powerful OOH platform across India and Asia.

LOCAD's backend solutions have become an integral part of OOH with over 1.5 million audits being carried out across the country.



**LeafBerry**  
OUTDOOR ADVERTISING

**LEAD**  
ADS

# Amritsar

RAILWAY STATION

KALKA - KATRA - SHIMLA - ANANDPUR SAHIB

W | [www.leafberry.in](http://www.leafberry.in) | [sandhu@leafberry.in](mailto:sandhu@leafberry.in) | +91 99151 00911



### Ninja Media Creations

**Ranjith Chakkath - Director, Ninja Media Creations**

Based out of Chennai, Ninja Media Creations has taken a dominant position in the southern market, and reaching up till Chhattisgarh. The company offers audio advertising solutions on railway networks.



Their media is widely used across Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Madhya Pradesh, Telangana and Chhattisgarh. Ranjith Chakkath, the founder and the managing partner of Ninja Media Creations, says the company is planning to cover the northern markets. "As of now, we have no competition in the south, we enjoy complete monopoly," he adds.



### Signext Display Systems

**Hrushikesh Kelkar - Direct, Signext**

With signage industry sharing a competitive market, Signext plays a big role with their manufacturing and customisation options. The company manufactures soft-signage and takes up installations on both, indoors and outdoor advertising. Signext has pioneered manufacturing of fabric-based signages. Their prime product offerings are



aluminum-based wall mounted displays, self-standing displays, among others.

Other than offering soft signage options and frontlit and backlit printing options, Signext offers other services like designing, prototyping, sampling, manufacturing, LED-fixing, dye-making, printing and so on. Not many businesses in the signage or soft-signage industry have a team so well trained to offer such a gamut of services.



At the Expo, the company turned the spotlight on its fabric based signages and IOT integration for light-dimming and energy conservation (particularly relevant for smart city projects) for displays.

### Sinex

**Badri Narayan - Director, Sinex**

Sinex is one of the foremost manufacturer and solution providers in the signage and display industry. Innovation, quality and service are the hallmark of Sinex, which has been in business for over 24 years now. They were the first to introduce aluminium flex tensioning system for large backlit signage for shop front and light boxes and portable displays, way back in 1996-97.



For Sinex, the uncompromising approach to quality and service delivery are central to its strong clientele. Sinex lays emphasis on product innovation at all times.

Sinex brings their zest for innovation to the Expo with the introduction of LED wallpapers, a technology drawn from LightnTec Germany.






# ANANDPUR SAHIB

RAILWAY STATION

AMRITSAR - KALKA - KATRA - SHIMLA

W | [www.leafberry.in](http://www.leafberry.in)
E | [sandhu@leafberry.in](mailto:sandhu@leafberry.in)
T | +91 99151 00911




### Garuda Advertising

Tarunbir Singh - Director, Garuda Advertising

Today, in the OOH industry, there is a gap in assessing the exact reach of the campaigns. When a brand opts for OOH advertising, there are hardly any indices available to assess the campaign reach. Garuda Advertising installs devices (powered by their software, Matrix) on media units that generate data on OTS. The data includes age, gender and frequency of individuals passing by the media units featuring particular campaigns. The service is delivered through a mobile application.



"We are working to be identified as the third party integration, working with both brands and media owners," says Tarunbir Singh Sethi, Managing director at Garuda Advertising.



Along with this service, which comes at a nominal cost, the company also offers geo-fencing service in 5 km radius around media units. When traveling in that radius, any customer will get to see the creative of the brand on their phones. These services will be provided free of cost. Garuda Advertising will be installing 10 devices across Punjab and will showcase the results and efficiency of Matrix along with other uses of the product.

### Xtreme Media

Sanket Rambhia - Director, Xtreme

Xtreme Media is a leading digital display solutions provider. They have tailor-made solutions for the advertising industry and provides a 360-degree solution to transform OOH to DOOH. Xtreme Media digital billboard is an in-house designed solution that combines the robust outdoor LED video wall with powerful backend software with no external system or media player attached. The digital billboard is engineered in such a way that it can operate as a standalone unit.



The USP of Xtreme Media solutions is it creates a centralised network which makes ad distribution much easier and quicker than conventional static mediums. The company offer analytics solution for DOOH making it much easier for advertisers to get reliable data such as traffic on the road or impressions.



Xtreme Media believes that they are a one-stop solution for DOOH and brings 27 years of experience to their service. At the Expo, the focal point was on their digital wall media, along with the backend software Ad-engine and their measurement analytic tools to assist their DOOH media.



- GANTRIES → BQS
- LED SCREENS → FOB
- MUPIS → MALL SITES
- ISBT LUDHIANA
- MEGA BQS → UNIPOLES
- POLE KIOSKS
- CANTILEVERS

**LeafBerry**  
OUTDOOR ADVERTISING

Ludhiana





## OOH SOLUTIONS

### Promoflex Display Systems

Sunil Kapoor - Director, Promoflex

Promoflex Display Systems has been making key contributions to OOH with its digital and flex signages, and mobile charging units. The firm's solution offerings have been used extensively for OOH advertising at the airports, metro rail networks and railway stations. In the DOOH space, the firm has the solutions for seamless integration of content on display screens. They also take up the responsibility for setting up the media, fabrication and campaign management.

By offering services for campaign management and taking up manufacturing and designing responsibilities, Promoflex manages to stand apart from competition. The company commands a strong goodwill in the market and is known for on-time delivery.



### Moving Walls

Srikanth Ramachandran - Director, Moving Walls

Media technology company Moving Walls has a solution for brands that wish to capture audiences in multiple countries with the same campaign. Using their "Moving Audience" platform, the brands are enabled with a series of facilities spanning from inventory management, connecting with media owners, and smart selection of locations, to smart content management, etc.

Moving Walls' Planning, Buying and Measurement tools help brands measure their ROI and the campaign reach positively. The smart tools are capable of monitoring the campaigns, drawing close to perfect measurement of the returns. Moreover, the Moving Audience platform helps media owners expose their inventory to the right clients through a digital medium.

The company is launching a suite of products, including the Moving Audience Xchange, and Moving Audience Registry, primarily for the inventory management. The content management tool, Moving Audiences Content will be a key product for DOOH media owners.



**LeafBerry**  
OUTDOOR ADVERTISING

**LEAD**  
ADS

**Ludhiana Media**  
CANTILEVERS - GANTRIES - POLE KIOSKS

W www.leafberry.in E sandhu@leafberry.in +91 99151 00911

## Ozone Metalscapes

Rajan Aggarwal - VP Ozone Metalscapes



OOH industry is getting innovatively digitalised to deliver as per emerging customer expectations. Ozone Metal Scapes endeavours to develop and provide OOH products and solutions meeting the latest trends and requirements. They offer wide range of solutions for Urban Street Furniture, out of which their key offerings for OOH are Bus Queue Shelters with in-built advertisement space, SS Signage, Vending Kiosk, Police Kiosk and more with customisation in SS material. Ozone is capable of delivering customised OOH products and solutions that are modular and weld-less, ensuring fast and cost effective installation. With keen detailing on the final output, Ozone's solutions are durable, low maintenance, self-sustainable and aesthetically pleasing. Ozone has its own manufacturing facility equipped with automated machines and processes backed by the product design team that enables us to deliver high quality with consistent finish custom design products within stringent timeline. The company has an experienced technical support team to provide installation supervision services on demand. Ozone is showcasing different types of Bus Shelters, Signage, Dustbins and Modular toilets at OAC 2019.



Bus Queue Shelters

## Everglow LED

Inder Kataria, Director, Everglow



**EverGlow**

With the advent of Digital screens on the OOH spectrum, Everglow LED offers HD LED screens for advertising. DOOH is the word on everybody's lips today, and Everglow LED has a turnkey solution to offer to the industry with their ISO and BIS certified products. They have worked with the Municipal Corporation of Asansol on traffic safety wherein they took up drawing, fabricating and installing the digital screens for the corporation. Collaborating with Chinese companies, they offer some of the most up-to-date technologies available in the Indian market, while customizing the solutions to meet the specific needs of customers.



**LeafBerry**  
OUTDOOR ADVERTISING

**LEAD**  
A D S

TRADITIONAL OOH ASSETS AT  
**HOSHIARPUR**  
&  
**PATIALA**

UNIPOLES - BQS - POLE KIOSKS - UTILITIES - MEGA UNIPOLES

W | [www.leafberry.in](http://www.leafberry.in) | E | [sandhu@leafberry.in](mailto:sandhu@leafberry.in) | T | +91 99151 00911