



CONNECTEDSIGN<sup>SM</sup>

## ConnectedSign, LLC Supports Billboard Signage

Billboard technology is highly effective at a highway location.

News Press Release | For Immediate Release, July 26, 2010

Billboard technology has become more and more advanced. Digital billboards have been popping up all over the country from I-75 in Denver, CO to Manheim Pike in East Petersburg, PA. A form of still advertisement has transformed from the implementation of Digital Signage. Billboard advertisement holds



the dynamic ability of providing a captivating advertisement which must be viewed within seconds by those driving by. Therefore, it is essential that the display is attention grabbing and memorable.

ConnectedSign has developed a Digital Signage display that has met all of the requirements needed for a digital billboard to be successful.

Loren Bucklin, President of ConnectedSign, has been the lead behind the billboard operation. The bright and crystal clear billboard pictured features dual sides which can operate together or independently of each other.

These two screens measure 21 feet wide by approximately 13 feet high. ConnectedSign teamed up with MGN Outdoor to create the assembled sign which

features a reel of six Ads per side that rotate throughout the day. The combination of the two sides, the large dimensions of the screen, and the Ad rotation attracts over 14,000 views a day. With Digital Signage technology, hardware, and specified content any billboard advertiser can enhance their exposure and broaden their advertising opportunities.

###

If you'd like more information about billboard signage, or would like to visit the Digital Signage showroom, please call ConnectedSign at 866-833-2723 or e-mail Loren at [lbucklin@connectedsign.com](mailto:lbucklin@connectedsign.com)

### About ConnectedSign:

ConnectedSign is a full service Digital Signage agency with more than 16 years of experience planning and deploying Digital Signage systems, interactive Digital Signage and kiosk networks. We provide Digital Signage software, hardware, content creation, content management and consulting services.

Headquartered in Lancaster, PA; with a branch office in Seattle, WA. More details can be found at <http://www.connectedsign.com>.

#### Contact:

USA & Canada

Loren Bucklin

email: [lbucklin@connectedsign.com](mailto:lbucklin@connectedsign.com)

Phone: 866-833-2723

Fax: 866-833-2723

#### Public Website:

<http://www.connectedsign.com>

Corporate Headquarters

480 New Holland Pike

Suite 8204

Lancaster, PA 17602