

# AdverTower GmbH

## Advertising In Other Dimensions

### The Challenge:

One of Germany's busiest motorway sections between Cologne and Frankfurt is the ideal location for large-format advertising. Thus, a more than 98 ft high pylon with two digital advertising spaces was planned as an attractive advertising medium.

LEDs of the newest generation should create a breathtaking image and ensure easy to replace advertising content.

### Solution:

2 x 173 m<sup>2</sup> S[quadrat] SO [25 RGB] NT LED video display

### Result:

Its motto "Advertising In Other Dimensions" led the AdverTower GmbH to partner with NEC to deliver intuitive technology offering impressive quality and reliability to provide an inspiring visual experience.



NEC Display Solutions' S[quadrat] line of direct view LEDs was commissioned to realize an all-in-one solution, the digital advertising system including the delivery and assembly of the new tower.

The 115 ft high AdverTower in Linkenbach at the motorway A3 between Cologne and Frankfurt is Europe's biggest LED advertising tower with two 173 m<sup>2</sup> LED video displays in a 16:9 ratio. The lower edge of each of the two 18 m wide x 9.6 m high screens, a total of 345 m<sup>2</sup> display area, is situated at 82 ft height at a giant steel construction on a 30 ton heavy steel pylon. The substructure contains four maintenance levels that are protected against falling, so the future maintenance work can be handled without any problems.

AdverTower GmbH stands for impressive out-of-home advertising. Their advertising towers on various highways are eye-catchers for hundreds of thousands of motorists and motorcyclists since 2016. They offer huge space for conspicuous and impressive advertising messages.

### The Challenge

#### Keep focus

One of Germany's busiest motorway sections and ICE route between Cologne and Frankfurt is the ideal location for large-format advertising. Thus, a more than 30 m high pylon with two digital advertising spaces was planned as an attractive advertising medium. LEDs of the newest generation creating a breathtaking image and ensure easy to replace advertising content.

S[quadrat] GmbH was commissioned to realize an all-in-one solution, the digital advertising system including the delivery and assembly of the new tower. The 35 m high AdverTower in Linkenbach at the motorway A3 between Cologne and Frankfurt is Europe's biggest LED advertising tower with two 173 m<sup>2</sup> LED video displays in a 16:9 ratio. The lower edge of each of the two 18 m wide x 9.6 m high screens, a total of 345 m<sup>2</sup> display area, is situated at 25 m height in a giant steel construction on a 30 tons heavy steel pylon. The substructure contains four maintenance levels specifically designed to ensure maintenance work can be handled safely.

### The NEC Solution

#### Simplicity, integrity, inspiration

NEC technicians fixed and installed the specially developed S[quadrat] SO [25RGB] NT Light module for both LED screens. With a pixel pitch of 25 mm, each side reaches an optimal resolution of 720 x 384 pixels. A total of 1.68 million Nichia LEDs provide reliable first class LED technology and a brilliant image result. The advertising content can easily be transmitted to the LED screens in realtime by the content management system PADS4 PRO-XPERT.



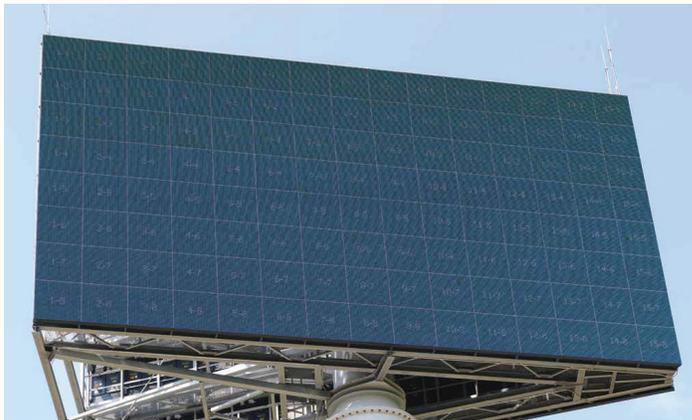
The system-specific brightness sensor technology is in charge of the automatic regulation of the 7,000 cd/m<sup>2</sup> and guarantees perfect image quality even in changing light conditions. The controlling is supplemented by the unique, customized SX[TempControl]. Temperature sensors monitor the display modules and react as soon as the temperature is beyond the normal range that can be defined individually. The control room will be informed immediately and the LED display can be disconnected fully automatically. Therefore, these preventive measures extend the lifetime of the entire display system, and a continuous reliable operation is ensured.



## The Result

### Impressive quality

Day and night, the display solution for the AdverTower on the A3 impresses with its quality, color depth and size. Advertisers and travelers alike are impressed by the overwhelming presence of the displays, which perfectly match AdverTower's motto: "Advertising In Other Dimensions".



Test arrangement "test image presentation"



Test arrangement "radio interference strength"



Test arrangement "radio interference strength"



## NEC Display Solutions of America

866-NEC-MORE

[www.necdisplay.com](http://www.necdisplay.com)