

## **Lamar Advertising Company Introduces Greener Technology to New York**

Company Uses Magink for New Neighborhood-Friendly Digital Billboards

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NEW YORK, BUSINESS WIRE --

A new kind of digital billboard is hitting the streets of New York. Lamar Advertising Company has announced today the implementation of a billboard at 640 Soundview Avenue in The Bronx that uses breakthrough reflective technology from Magink. This digital billboard uses less energy and is neighborhood friendly, which lets Lamar provide highly targeted advertising while being mindful of the surrounding neighborhood.

'As a result of Magink's eco-friendly technology, Lamar was able to implement a billboard that emits no light to disrupt the community, making this project a great addition to the Bronx,' said Ruben Diaz, Jr., Bronx Borough President. 'It is also another sure sign that the Bronx, like the rest of New York City, offers a tremendous opportunity for advertisers and businesses to reach a broad audience.'

The Magink digital board offers the best of both worlds: the agility of a digital board with the non-intrusive effects of traditional paper billboards. Managed remotely from Lamar's network operating center in Baton Rouge, LA., images on the billboard can be changed with the click of a mouse, allowing advertisers to hyper-target their messages.

This novel technology provides many additional benefits for Lamar and its advertisers, including:

50-75 percent more energy efficient than LED billboards,

Digital display and network integration for almost instantaneous targeting by location, time or audience,

No light emission.

'We are committed to helping our clients maximize their advertising dollars,' said Bobby Switzer, vice president of operations for Lamar Advertising Company. 'Partnering with Magink allows our company to work with a more environmentally sensitive product that still approaches the higher resolution of paper.'

Launched on Earth Day, the Magink billboard has been installed on the corner of Soundview and Taylor Avenue. It will undergo a few weeks of testing featuring public service announcements and test patterns before going live with their first campaign.

'We are pleased to continue working with Lamar to provide the world's most demanding media market with a pioneering approach to targeting their audiences,' said Ronen Zexer, CEO, Magink. 'We're confident that our unique technology will be very well-received by advertisers in New York City.'

### **About Lamar Advertising Company**

Lamar Advertising Company is a leading outdoor advertising company currently operating more than 150 outdoor advertising companies in 44 states, Canada and Puerto Rico, logo businesses in 19 states and the province of Ontario, Canada and more than 65 transit advertising companies in the United States, Canada and Puerto Rico.

### **About Magink**

Magink, founded in 2000, is the world's first developer and provider of full-color reflective digital ink technology. The company's product lines of indoor and outdoor solutions are based on proprietary technology that provides high resolution, high contrast, full-color, low energy

consumption and cost effective digital display applications to a broad array of global industries. With offices in the U.K. and Israel, Magink is a privately held company, backed by Jerusalem Venture Partners, that addresses markets, including: out-of-home media, outdoor advertising, retail signage, AV, architecture, promotional displays and entertainment.

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