

**Motion Display City Light (Outdoor Display)**  
with single image system



The Captivating Advertising Medium

# Motion Display City Light (Outdoor Display\*) with single image system



The City Light format ...  
... an attractive eye-catcher even when viewed from greater distances. As shown here in front of the central rail station, it will stop passers-by for a moment of viewing.

## • Preferred display locations:

Because of its large format, the Motion Display City Light is ideally suited for presentation in public places. It also is well suited for presentation at major traffic intersections, at bus and tram stops, and at both sides of heavily frequented inner city streets.

It could be used to promote public highlights such as museums, festival halls, the public transportation service and much more.

The constantly changing and lit advertising posters attract everybody's eye and help to increase the recognition of advertised products significantly.

The placement at the entrances of super markets and shopping malls is ideal. The City Light formats will promote up to 10 products.

\* The Motion Display may be used indoors as well.

• **Single image system:** The innovative single image system offers a direct and quick exchange of individual posters. Thanks to the velcro fastening system, posters are quickly and securely attached to a carrier web in the unit.

As an option, the Motion Display may be operated with a conventional picture roll instead of the single image carrier.

Advertise even more efficiently

## Control groups of images:

Advertising messages may be grouped to specific themes and controlled electronically. The built-in time control activates the presentation of such themes, at specific times of the day, and to correspond with shopping preferences.

## Flexible viewing times:

Depending upon emphasis and advertising goals, this Motion Display offers the facility of assigning different viewing times to individual images.

## Extremely quiet movement:

Due to our excellent vibration suppression system, the operational noise is reduced to a minimum in this display.

## Additional advertising space:

The City Light Display also offers intermediate spaces between the images, which become visible as the carrier web advances. These intermediate spaces are ideally suited for short messages, introductions or maybe a company logo.

## Weatherproof design:

All functions of this outdoor display are weatherproof. If the outside temperature drops below 5° C, the heater turns on automatically.

## Maximum number of images:

10 images with the single image system using a poster material up to a thickness of 0.15 mm.

## Print materials:

Backlight film, clear foils (e.g. Duratrans), high quality inkjet papers, posters already available. You may mix different materials.

**Direction of movement:** Vertically.

## Placement options:

With pedestal, optionally with castors or wall mounted.

## Construction:

Heavy duty metal and aluminium construction, powder coated; 3 mm impact-resistant polycarbonate plate.

## Attractive design,

which supports the advertising effect. For colour combinations available please consult the back page of the folder.



... leaves a good impression, no matter from which side it is viewed.

## Technical data

### Motion Display City Light (Outdoor)

Dimensions:	
Height:	2001 mm / 78.8"
Width:	1471 mm / 57.9"
Depth:	191 mm / 7.5"
Height with floor stand: (special heights upon request)	2499 mm / 98.4"
Depth with floor stand:	900 mm / 35.4"

Image data:	
Viewing area:	1680 x 1150 mm / 66.1 x 45.3"
Positioning accuracy:	± 10 mm / 0.4"
Standstill interval:	variable 0 - 89 sec and 1.5 - 30 min.
Image groups control:	max. 3 groups within 24 h interval

Weight:	
Display:	115.0 kg / 253.6 lbs.
Floor stand:	95.0 kg / 209.5 lbs.

Power supply / consumption:	230 V - 50 HZ ±10% / 230 W 115 V - 60 HZ ±10% / 140 W
with heater:	230 V - 50 HZ ±10% / 500 W 115 V - 60 HZ ±10% / 220 W
Amperage:	230 V ±10% / 1.0 A 115 V ±10% / 1.25 A
with heater:	230 V ±10% / 2.2 A 115 V ±10% / 1.95 A

Ambient temperature:	-15° - 40° C / 5° - 104° F
Air humidity:	20 - 80%

Operational noise level:	< 45 dB (A)
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Safety standards:

