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## Digital Billboards Hailed As Effective Marketing Tool And More

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Linda Young - All Headline News Staff Writer

New York, NY (AHN) - Digital billboards are being hailed as a seamless marketing tool to reach a digitally plugged in generation when they are in their cars instead of online. The cost of the changeable displays by the sides of highways can even be split between several advertisers.

The large signs are easily visible to motorists, especially those stuck in city stop-and-go traffic. Each message stays up long enough to be read before it disappears and the next advertiser's message appears.

But more than that, the huge wide-screen digital displays are seen as a way for advertisers to continue a branded campaign that is easily recognizable by digitally-savvy consumers.

In other words, a consumer sees the same ad campaign on the road as he drives to work, on his computer and on his cell phone when he looks for the the same ad campaign that the consumer saw on the highway on the way to work also appears on his desktop computer; when he looks for a digital sports clip, the same ad appears on his cell phone. And, all of this can be organized remotely.

In Manhattan a huge 165 foot tall billboard is visible from 2 miles away, giving the advertisers message plenty of viewing time by motorists traveling in and out of the city.

Network hardware manufacturer Cisco is banking on digital signage. Cisco bought digital signage software and system provider Tivalla Inc. last year.

According to Live Science, Cisco company officials thing that digital signage will grow into a \$2 billion market by 2010.

Cisco said that a digital billboard can come in many sizes, which means that the same message a person saw on a highway billboard can show up in a hotel lobby, or on a television screen.

On its website Cisco touts its digital signage as a way for organizations to "strengthen their competitive advantage" across a wide range of industries including retail, financial, government, education, healthcare, and transportation.

And marketing of products and services to customers is only one of the applications Cisco says its digital signage is good for.

Others include enhancing a customer's experience by delivering "entertaining and informational content to reduce perceived wait times," delivering information, including "up-to-date schedules and news" and helpful directions to give "real-time location and directional guidance."

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