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BOCS LED DIGITAL ADVERTISEMENT & MEDIA SOLUTIONS

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Projections for Venture Capital Fund

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simplifying solutions

Executive Summary

BOCS have the expertise and vast experience when it comes to software programming and development. Being highly active through years of involvement in all types of IT projects, **BOCS** has grown to be a trusted vendor for providing customized solutions to many companies in Malaysia and also abroad.

As a committed technology developer, **BOCS** believes that it is important to deliver systems that can evolve over time as new application ideas and hardware devices come to the fore. Data will need to be handled in common ways in robust communication environments, and able to handle the greatest degree of fault tolerance, data integrity, and do this as transparently and most importantly as easy as possible for the user. A wide range of consulting services provides total business processes, optimization and integrated benefits. There is no comparison to differentiation which we have created and will continuously enhance further to serve clients better.

BOCS is bold in action but humble and poised to grow bigger and further. With that said, we at **BOCS** will always be ready to commit and to uphold our prestige and qualities by providing the cutting edge integrated solutions and services to our clients. We believe that our fully committed services and continuous research and development on products could certainly be the one that provides the advantages and winning edge to our clients. BOCS Group of Companies



J. Joe Tharmaraja
Managing Director

BOCS LED Digital Advertisement Solution

Advantages for Corporate Marketing, Media Buyers, and Ad Agencies

Digital outdoor advertising is fast becoming the preferred medium for cost-effective, high-impact advertising. The LED digital advertisement billboard is the technological developments that are poised to replace its spectacular counterpart; the conventional roadside or highway static printed billboards.



Advertising in today's fast-paced, high tech world requires reaching consumers in an instant. Digital outdoor advertising with LED technology provides an attention-grabbing and engaging medium designed for today's consumer and potential customers. The fully integrated BOCS Digital Advertisement Solution is the "turnkey" solution for adapting the advertising towards digital advertising through LED screens.

Outdoor advertising is considered to be one of the oldest advertising mediums, yet technology has provided the opportunity for it to reinvent itself. BOCS Digital Advertisement Solutions has aligned with traditional outdoor media for maximum exposure and value.

Over the past decade the deployment of digital outdoor has emerged with the addition of new locations nationwide as well as the replacement of static locations. Digital advertising is fast becoming the preferred medium for cost-effective, high-impact advertising. The new technology is sweeping the nation and setting the trend for the 21st century and guarantees demands will be ever greater. Currently BOCS is looking at 20 LEDs nationwide to be deployed at startup simultaneously and subsequently to achieve over 100 LEDs to be deployed in several phases in a span of 3 years.

Outdoor digital media offers advertisers a flexibility they can't normally get on the normal and static roadside conventional billboard advertisements.

Thanks to the advancement of technology in LEDs, Digital billboard advertisement promises an immense value being associated with this medium for companies wanting to create brand awareness and to improve sales in a greener way.



What do experts see of the future of LED and its potentials...?

In an article on AV Interactive it has been pointed out just how much has changed in the world of large scale displays and boards over the last decade, with LED displays managing to edge out the competition and provide the most efficient, convenient type of screen for both indoor and outdoor events.

10 years ago there would have been several key options, with projector-based compartmentalized video walls allowing for large, detailed displays indoors while the CRT-based screens would serve the arenas and sports grounds of the world. Now almost everything has shifted the way of LED screens, which have not only come to replace the ageing CRT screens but also the video walls, with the tiles likes allowing the deep cabinets and projectors of previous generations to be replaced with highly customizable display setups which are thin and less power hungry than anything which came before.

The arrival of large scale LED screens in recent years has shown that even existing LED technology has a life span as future developments will surely see cheaper, cleaner, greener and more visually stunning screens arriving on the scene.

The article also points out that there are actually more advantage in the advertisement industry than there were before, with the great diversity and technology of the products, it would potentially make it much easier to advertise be it for organizations or advertising agencies or even a consumer themselves...

- **Wall Street Journal**

"This (digital outdoor) is a big deal, much more nimble than traditional outdoor advertising."

- **OAAA August 2006 (The Future Growth of LED)**

"The video or electronic LED billboard, while having to see the emergence of functional animated outdoor media format, is still in its infancy as a developing medium of video message boards for outdoor advertising. As an emerging media system, LED video billboards offer a greater flexibility of use than conventional billboards could ever provide. With high brightness, high resolution LEDs, the conventional billboard has been transformed into the perfect high-tech electronic outdoor display medium. Not only are electronic billboards full colors and large format, but they also having many distinct advantages including displaying animation and in effect showing television commercials outdoors. The electronic signs also act as a multiple message provider, where one sign can show loops of continuous ads / commercials. As for changing a sign message, it's as easy as clicking with a mouse button, rather than sending out a crew to pull down and replace a billboard message.

One of the best features of these electronic signs is the possibility of evolving them into a citywide or regional display-advertising network. In example, a series of connected video screens could provide everything from a broad-based advertising presence (messages or continuous video loops) to very tightly controlled demographic-specific displays tailored to commuters and shoppers (depending on sign locations)."

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