

LAMAR DIGITAL DISPLAYS

Presented By:

Lamar of Asheville
For Charlotte/Mecklinburg
Billboard Stakeholder Group



WHAT IS THE DIGITAL DISPLAY?

- State-of-the-art, computer controlled electronic billboard
- Digital Display Bulletins (14'x48' or 10.6' x 36') are capable of being changed remotely via a computer interface. These units are stand-alone products.
- Transmits light through Light Emitting Diode Display (LED) technology.



WHAT IS AN LED?

- Light Emitting Diode
- Solid state electronic device
- LED's contain different chemical compounds that emit light when an electrical current passes through
- Different chemical compounds emit different colors of light
- LED's do not burn out.
- Clusters of LED's form pixels (short for "picture element")



NETWORK OPERATING CENTER

- Lamar has our own website for controlling the advertising content on each Digital Display location.
- Each Lamar office submits artwork to the Network Operating Center (NOC) to be displayed on their Digital Display.
- NOC is located in Baton Rouge, LA at Lamar Graphics.



SAFETY

- Respected researchers at the Virginia Tech Transportation Institute (VTTI) said even the most eye-catching billboards do not impact driver behavior (speed and lane changes).
- “There appears to be no reason to believe that changeable message signs represent a safety hazard,” concluded Villanova University Professor Charles (Ray) Taylor after an exhaustive analysis of traffic data.
- Virginia Tech Transportation Institute (VTTI) have recently conducted a traffic safety study relative to LED (digital displays) in Cleveland, OH. This is being put together with a preliminary report sometime this summer with the final report by the end of the year.



BENEFITS

- TIMELY PUBLIC SERVICE ANNOUNCEMENTS
- AMBER ALERTS
- IMMEDIATE COPY CHANGE
- CLEANER, MORE ASTHEATICLY PLEASING
- CLIENT CAN VIEW THEIR AD LIVE VIA WEB



LAMAR PROPOSES...

- A text amendment allowing the new technology of our Digital Display product. (Automatic Changeable Facing Sign). The language in this amendment mirrors current NCDOT regulations.
- There are currently Lamar Digital Displays in Rocky Mount, New Bern, Hickory, Newton, Hendersonville, and Lenoir. Jacksonville, Greensboro, Wilkesboro, Statesville, Roanoke Rapids, and Fayetteville have approved them.
- There are currently 117 Lamar Digital Displays nationwide and growing daily.



Charlotte/Mecklinburg

- The text amendment for multiple message must be separate from other billboard issues when proposed to City Council.
- Lamar's request and Adam's request are separate and need to be treated as such.



REGULATORY ISSUES

- More than 90% of states with billboards allow changeable message technology.
- FHWA policy interpretations in 1995, 1996 and 1998 granted states the flexibility to allow changeable message technology.
- NCDOT, under the Regulations for the Control of Outdoor Advertising, Section.0203/4 allows for multiple message.
- Lamar Digital Displays have changeable static messages. They do not have flashing, intermittent or moving lights. There is no animation or full-motion video.
- Changeable message billboards are not a traffic safety issue or driver distraction.



DIGITAL DISPLAY SAMPLES



CINCINNATI DIGITAL DISPLAY



WHEELING, WV DIGITAL DISPLAY



THANK YOU!

