

2D Specials

An additional flat layer of printed material is added to the poster. Generally this 2D addition to the posters is either a product replica or logo. The 2D element enhances the creative and delivers additional stand out.



Lighting specials

Advances in lighting technology has been embraced by the OOH industry. Various lighting techniques such as Halo lighting, LED lighting and Cold Cathode tubular lighting can be added to the creative. The clever use of lighting can bring an additional dimension to the poster execution.



3D Specials

Elements of a poster can be given added depth by creating 3 dimensional moulds (product replicas) and affixing them to the board. Generally using lightweight materials. 3D specials allow elements of the poster to literally jump out from the board.



Dye Cutting

Dye cutting is the process by which a sharp cutting form is used to cut out sections from a standard printed poster. The end result is a poster with a series of holes strategically placed on the creative. The poster is then backlit thus allow the light to shine particularly brightly in the dye cut areas. This technique enhances the visibility and effectiveness of the poster during darkness.



Spangleys

A series of small coloured metallic like disks are applied to sections of a poster. The disks are loosely affixed to the poster and move in the wind. It is this movement that gives the shimmering effect to the creative and it is extremely eye catching.



Electro Luminescent

These paper thin laminated posters are illuminated by virtue of an electric current. The posters are designed in such a way that certain sections can be illuminated in different colours. Different sections of the posters can be timed to illuminated at different times thus creating a build effect.



Lenticular posters

Lenticular printing is a process by which a degree of motion or depth can be added to the poster. It can also be used to show one image morph into another.



Metroglo

Using a combination of special poster materials in conjunction with backlit technology, certain sections of a poster can be given added impact by appearing to "Glo" more intensely than the remainder of the poster. Currently Metroglo technology has been confined to the Metro Panel and Metro Pole product offerings from JCDecaux.



Scrolling Specials

Clever use of scrolling posters in conjunction with simple static 2 D cuts can really add impact to various OOH formats such as scrolling 6 sheets and Metropoles.



Dispenser 6 Sheets

Traditional 6 sheet units can be transformed into actual dispensing machines. The dispensing mechanism is ideal product sampling in a small scale. Generally used by FMCG clients in a retail environment. Product generally needs to be replenished on a daily basis.



Digital 6 Sheets

Traditional 6 sheets can be fitted with large portrait digital screens. These digital screens can be connected to the internet and can be touch screen enabled if required. This is an ideal way to display dynamic copy and to encourage the public to interact with the specific advertisement.

