

Bring your ads to life

*Electronic Billboard Advertising
for pennies per spot!*



V.I.P. Advertising, Inc. / C.O.G. III Ltd.

No conventional billboard can MAKE AN IMPRESSION Like this!

V.I.P. Advertising Inc. and C.O.G. III Ltd. are proud to offer the latest in electronic advertising to their customers. Using state-of-the-art L.E.D. technology, they are able to get your message to stand out from the clutter of typical outdoor advertising. Unlike conventional billboards, this giant outdoor video screen is able to display full color, full motion video and computer animation as well as static or motion text and graphics from a completely digital source.

L.E.D. Electronic Display Specifications:

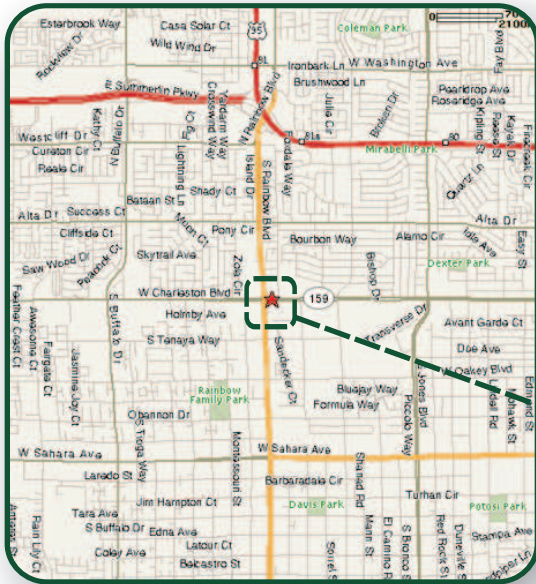
Visual Opening -	11'-0" wide x 7'-0" tall
Pixel Spacing -	25mm
Pixel Matrix -	128 wide x80 tall
Color Depth -	16.7 million colors



ELECTRONIC BILLBOARD VS. CONVENTIONAL BILLBOARD

ELECTRONIC BILLBOARD		VS. CONVENTIONAL BILLBOARD	
Flexibility	"Instant" messaging. Update or post advertisements in minutes instead of weeks. Flexible scheduling capabilities allow for up-to-the-minute changes to occur from a remote location.		Postings take a week or more, daily postings are impossible. Advertisement creation and production is time consuming. All changes must occur on-site.
Impression Quality	High impact impressions can be achieved using full motion video and computer animation. Illuminated, digital quality images that change over time grab viewers attention.		Flat, un-illuminated ads are dull and commonplace. Static messages fail to "catch your eye" and get noticed amidst un-animated sign clutter.
Visibility	Super bright L.E.D. Technology allows the display to be seen ¼ of a mile away both day and night.		Although visible at night, billboards that are reflective lit aren't as visible as electronic displays at greater distances.
Production Costs	Production costs are minimal. All production is done in the digital domain using standard computers. No expensive printing or installation required.		Production is expensive, costing thousands of dollars per ad. Advertisement creation requires conventional materials and methods that are high-priced by nature.

Location, Location, Location...



Reach thousands of motorists and pedestrians per day on the bustling west side of Las Vegas. Located in the Mercado Del Sol shopping center on the SE corner of Rainbow and Charleston, the electronic billboard is strategically located to target a diverse viewing audience. Rainbow Boulevard is a major north/ south thoroughfare for commuting motorists. Charleston Boulevard is also Nevada state route 159, which extends through the extreme west and east sides of town. Currently, the electronic display faces south only. It is nearby public CAT bus stops, community libraries, popular restaurants and busy shopping centers. During morning and evening rush hour traffic, motorists must wait through multiple traffic light cycles at this intersection.



The electronic display is located at 1110 - 1150 South Rainbow Boulevard, just south of the 95 freeway.

*"Get more for your money"
with V.I.P. Advertising, Inc.
and C.O.G. III Ltd.*



Production Specifications

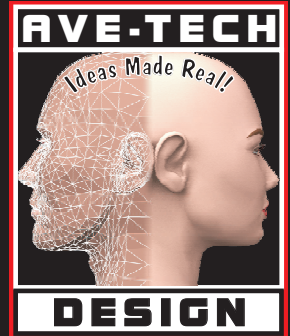
The electronic billboard is controlled by proprietary software that is exclusively operated by C.O.G. III Ltd. This software uses a proprietary message file format. All advertisements made for the display must therefore first be converted to this format before it can be scheduled and viewed. C.O.G. III Ltd. does not offer production services, so it is up to each client to provide their own content.

There are two options for doing so:

1. Following the specifications below, you can utilize your own multimedia/ graphics personnel to create the advertisements, then pay C.O.G. III Ltd. a nominal fee to convert, schedule and upload your messages.
2. Take advantage of professional digital content creation services provided by Ave-Tech Design, who works in close association with C.O.G. III Ltd. Ave-Tech Design's graphic experts have over four years experience in creating content for this specific medium. Pricing ranges from \$200 to \$500 for a 10 second production. Conversion, scheduling and uploading is included. Services include 3D computer animation, video production, 2D motion graphics and titling. Final cost is dependant on complexity of design and materials provided by the client.

When Creating Your Own Advertisements, Follow These Specifications:

1. All messages must be exactly 10 seconds in duration.
2. Whatever 3rd party graphics software you use, it must be able to output Microsoft Windows .bmp (for still images) or .avi (for movies) file formats. These files must be byte ordered for a PC.
3. .Avi movies and .bmp images must be output to a 128x80 pixel matrix, use 24 bit color depth (8 bits per pixel), and use no image compression (i.e. Indeo, Cinepak etc.) Do not use alpha channels (32 bit .bmps).
4. Here are a few suggestions for optimal advertisement quality and effectiveness. Keep your text short and focused. Close-up shots of people and product look best on the display. Avoid wide angle and panoramic views. Bright, saturated colors show up well on the display, whereas dark, shadowy images do not. If a photograph is difficult to distinguish at arms length, it will be impossible to make out on the electronic display.



SHANE AVERY
GENERAL MANAGER

5180 English Daisy Way
Las Vegas, NV 89142
info@avetechdesign.com
www.avetechdesign.com
(702) 207-6410
(702) 207-6408 fax