

D3 LED joins hands with Digital Displays of Dubai

January 20 - 2009

D3 LED, the renowned New York based LED display technology providers, announced a formal partnership with Digital Displays, an established out-of-home solutions company in Dubai, for its Middle East operations.

D3 LED virtually reinvented the technology powering Times Square's largest and most advanced digital billboards.

The new partnership, which will operate under the name Digital Displays and Devices FZC, will aid major companies and brands throughout the larger Middle East region in transforming their interaction with their customers. Digital Displays and Devices FZC has been operating in the UAE since 2005, with a team of professionals accredited with over 12 years of comprehensive outdoor experience in the region. Under the partnership agreement, Digital Displays will manufacture, supply and maintain digital signs for the outdoor billboard market in the region.

Jason Barak, Managing Partner, D3 LED, said:

'Even after our success in the past year, we believe that we've only scratched the surface of the true potential of digital spectaculars.'

'New markets for our company, like Dubai, present myriad opportunities to translate our branding experience and push the technological envelope to empower consumers across the globe to engage with products like never before,' he added.

To mark the new Digital Displays partnership, D3 LED has brought examples of its proprietary signs to Dubai for business events including meetings with as many as 200 leading companies in personal finance, travel and sports/entertainment.

'We're excited about sharing this groundbreaking with the region's leading businesses and outdoor industry', said Tony D'Souza, Director Operations, Digital Displays and Devices FZC.

'This road show will demonstrate how the technology behind digital billboards and spectaculars can be customized to create a unique and meaningful experience for consumers and display the true power of this media,' he added.

Delivering World-Class Insights and Technology:

D3, based in New York and Rancho Cordova, Calif., brings a rich history and expertise in designing and building dynamic LED displays. Most recently, D3 created the largest - and most intricate - LED display in Times Square. The new Walgreens spectacular now wraps One Times Square, home to the annual New Year's Eve ball drop.

Each of the landmark billboards and dynamic displays developed by D3 leverage the energy-saving power of LED (light-emitting diode) technology. These LED-driven giant spectaculars provide advertisers with maximum visual impact without negatively affecting the city's power

grid. D3 uses their proprietary GREEN True Element Technology in each display, saving as much as 30% of power costs compared to traditional displays.

D3's engineers are the go-to experts in their field, having been involved in the design, production and installation of more than half of the landmark LED displays throughout the landmark Times Square. Recently, this team completed projects for other leading brands, such as JVC, Planters/Mr. Peanut display and ABC television network.

Bringing Times Square Know-How to Local Markets:

D3 LED has recently expanded its activities internationally, beginning with the sports stadium industry. The company recently installed dynamic stadium signage at the Casas GEO stadium in Mexicali, Mexico and another digital billboard in the Dominican Republic.

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