

First LED billboards in Namibia

With the unveiling of its LED billboards in Namibia, Primedia Africa aims to change the outdoor advertising landscape within the country. These monolithic structures boast panoramic views that ensure the highest level of brand visibility.



Surpassing older methods of advertising, these more compact, new-generation screens project impactful displays with remote controlled lighting allowing for real time updates, whilst utilising up to 75% less power than lower cost screens in their range and still maintaining clarity.

The screens, manufactured by the leading LED manufacturing company, Daktronics, based in South Dakota US, make use of the state of the art Nichia LEDs from Japan,

never before seen in Africa.

Media launch, ad industry interest

The launch, on 14 June 2013, brought Namibia's leading advertising agencies, marketing managers, council members and members of the media.

Measuring 4 x 8 m each, these LED-screen billboards were erected at high traffic volume sites at Katutura, Aussspannplatz and Wernhil, whilst a fourth is currently being erected on Avis Road.

Said Truda Meaden of Advantage, Young and Rubicon, "Hats off to Primedia and all its suppliers for making this happen. When Frikkie Cornelius (CEO of [Primedia Africa](#)) and his team first came to present this to us, we were excited, because it is new and it means that we can have movement and use our digital skills and the digital skills of our suppliers. We started with Nampower and I am sure we will have others follow. Nampower is perfect because it is about its energy savings campaign this winter and it is real time messages, so if there is a crisis it will be talking about the crisis. It is real time publicity and the quality is amazing, even during the day."

Company ready to expand to Africa

"I am very excited to launch the first digital platform in Namibia, the first of its kind in this country. This will change the whole horizon of advertising in Namibia, bringing new opportunities to advertisers ... real time advertising. I think this is definitely the product that will drive us into the future of outdoor advertising. The quality of the product is of the essence here and we will continue to deliver quality products to our clients," said Eduard Mouton MD of Primedia Outdoor Namibia.

Also attending and officiating at the launch were the Primedia Outdoor Namibia's executives, management team, executive OOH Chairman Steve Ratlou and CEO Frikkie Cornelius.

"To date Primedia Outdoor Namibia has invested around forty-five million Namibian dollars in Namibia. We have become a major role-player in the Namibian advertising industry and we are committed to providing local citizens and companies with business and upliftment opportunities going forward," stated CEO, Frikkie Cornelius.

Namibia is the first market to boast Primedia Africa's latest LED technology. The journey has now begun and Primedia Africa will be rolling out this media format into other markets across the African continent.

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