

INTRODUCING AUSTRALIA'S MOST EXCITING MOBILE ADVERTISING PLATFORM

Our amazing design allows our trucks to transform from a mobile LED advertising billboard (all 3 sides) to a super impressive, ultra wide MEGASCREEN

COMMUNICATE A MESSAGE, PROMOTE AN EVENT, ADVERTISE YOUR PRODUCT

HYPEDMEDIA 

UNIT 4/1 CLELLAND RD BROOKLYN 3012 | MEL: [03] 8844 4822 | SYD: [02] 8313 7003 | WWW.HYPEDMEDIA.COM.AU

SETTING UP YOUR ARTWORK

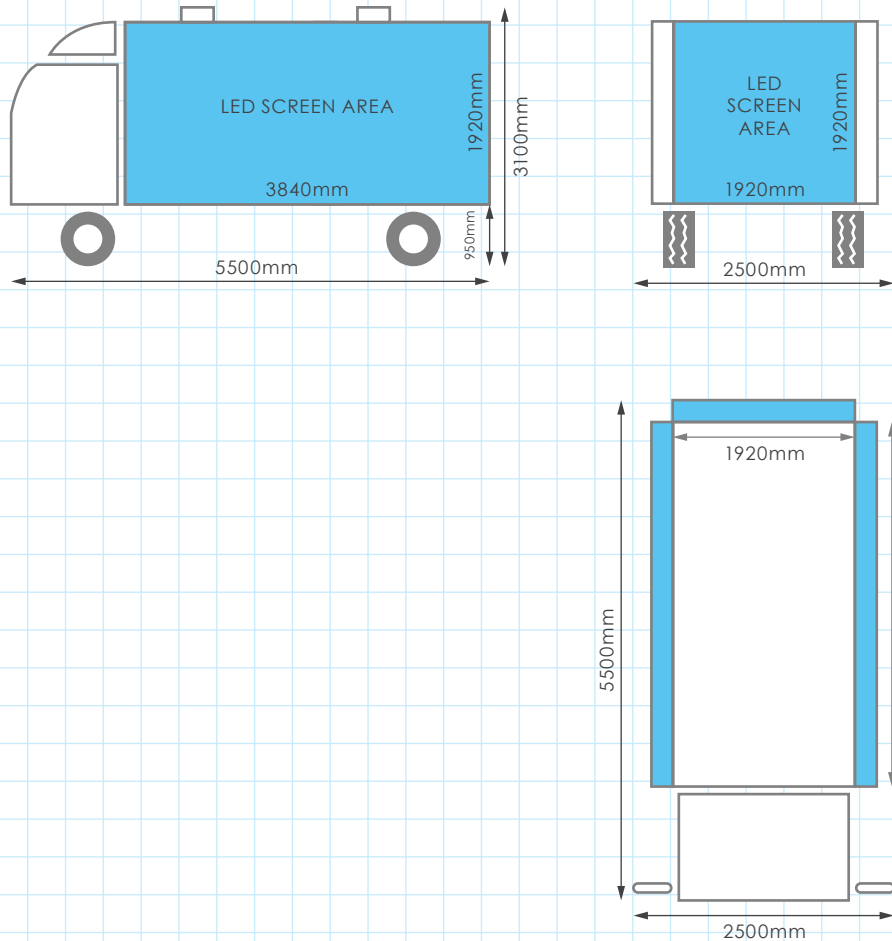
THINGS TO KEEP IN MIND

- For still images, use JPEGs and for video content, use MP4.
- For the side panels use 1920x960px and for the tailgate use 960x960px. For content filling the full screen (billboard style) use 1920x384px.
- Avoid small text and small logos (Native resolution is 480x240px for the sides and 240x240px for the tailgate).
- Use strong, bold contrasting colours.
- Try to avoid large areas of white background. White doesn't work particularly well on LED screens. Images work much better.

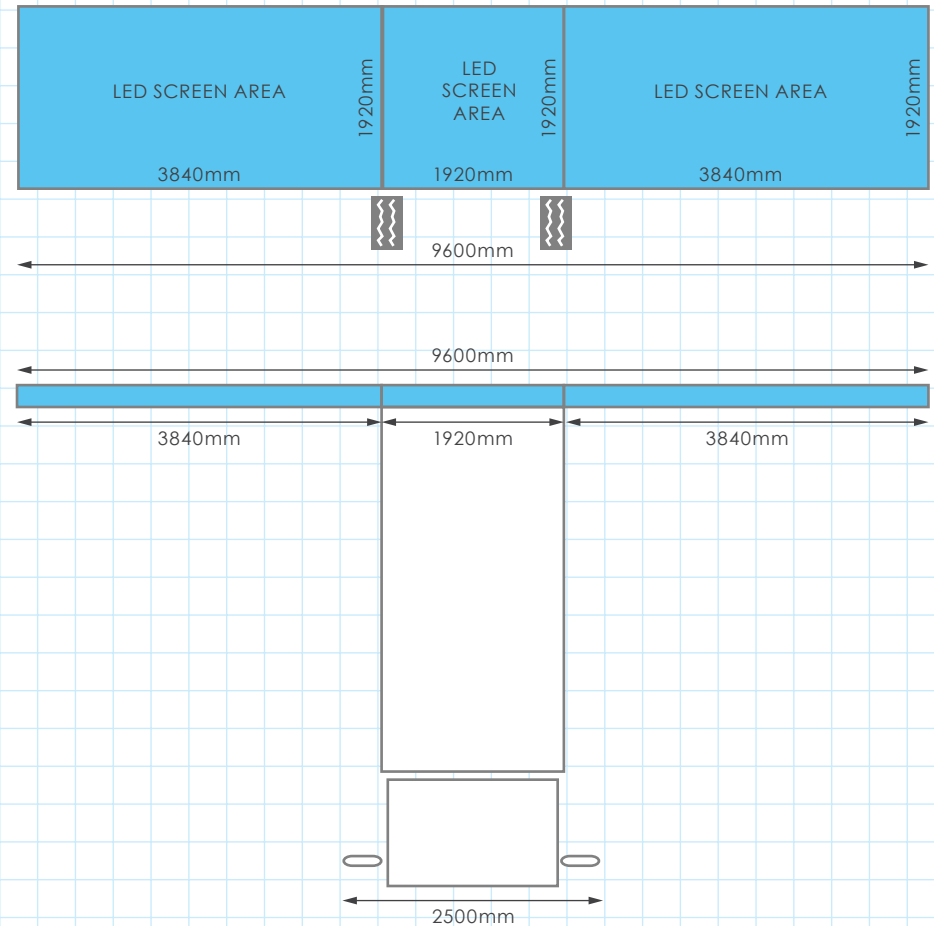


VEHICLE DIMENSIONS

- EXAMPLE ONE -



- EXAMPLE TWO -



PRINCIPLES OF BILLBOARD DESIGN

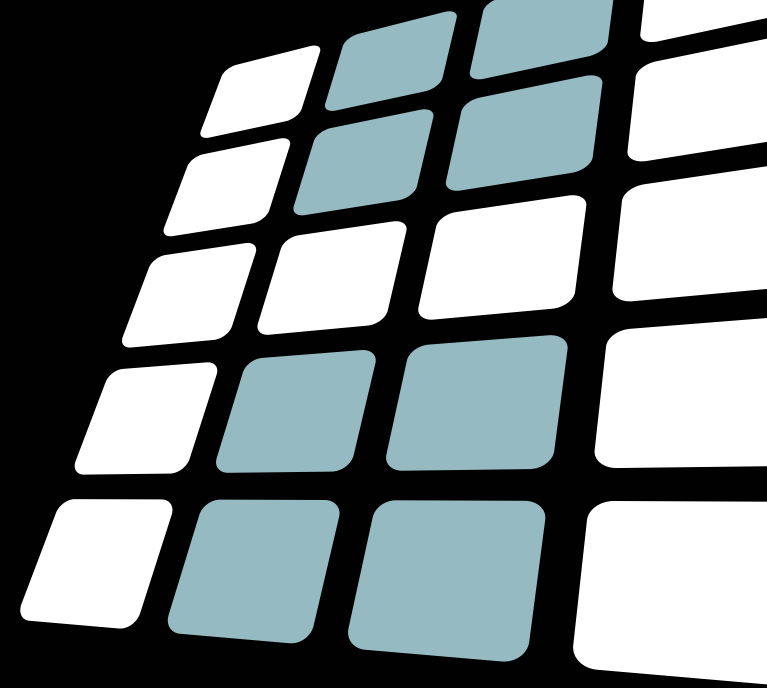
THESE COUPLE OF SMALL POINTS ARE EASY TO TAKE INTO ACCOUNT WHEN YOU'RE AT THE DESIGN STAGE, BUT THEY CAN HAVE A BIG IMPACT ON THE EFFECTIVENESS OF YOUR DESIGN

- Keep it simple.
- Consider layout. Will the HyperScreen be used 'Cube' style or 'Wing' style? Consider how your design will look from 50m away?
- Make your call to action and your key message stand out the most.
- Shorter words and punchy statements will get your message across quicker than large blocks of text.
- If your message takes longer than 5 seconds to make an impact, consider simplifying it.
- Use big bold text. We recommend a minimum text height of 160mm at full size.
- Use strong contrasting colours.
- Avoid large areas of white, especially backgrounds. Try to avoid using Pastel colours as they can end up looking white from a distance.
- Use images to illustrate your point. Always use high quality images with 300dpi resolution.



EXTRA INFORMATION

- Weight: 4500kgs
- Weatherproof LED's
- Day & Night use
- Inputs available: HDMI, DVI, SDI, VGA, Laptop, TV, DVD Player, USB
- PA System
 - Amp
 - 1 x Wireless Mic
 - 1 x Mixer
 - speakers (weatherproof)
 - iPod input
- Generator powered
- Can be powered by 2 x 15amp dedicated circuits
- Facing cabin North is always a good idea to avoid direct sunlight on LED screens



HYPED MEDIA 

