Mary Tracy
“Emerging Digital Technology”
for NAHBA  April 15, 2013
The Digital Billboard

Watch Me Change

Clear Channel Outdoor
Did that billboard just change?

588-6535
St. Louis, MO
Cleveland, OH
Los Angeles residential neighborhood
El Paso, TX day
El Paso, TX night
El Paso, TX
Palmer Township, PA

“It lights up the bedrooms. It lights up the bathroom. It lights up the kitchen. It's invasive.”

~ Palmer Township resident
Did that billboard just change?

588-6535

LAMAR
Lit Brothers Building Philadelphia
Lit Brothers building Philadelphia
San Francisco Bay Bridge from 6 miles
Digital “on-premise” sign next to I-70 in St. Louis
Digital billboard goes up in West St. Paul, MN
Digital billboard in Paris, TX
Interactive billboards are on their way
L.A. digital billboard malfunctioning
Interactive digital signs
Mobile digital signs