

Esprit rolls out Birmingham’s biggest ever digital out-of-home roadside network

City’s world-class solution is designed to boost local economy

Ocean is rolling out a state-of-the-art digital network across main city arterial and commuter routes throughout Birmingham in partnership with Birmingham City Council.

In total, 130 roadside digital 6-sheet screens will replace existing outdoor locations on key arterials across the city and the outer suburbs, including New John Street, Suffolk Street, Queensway, Corporation Street and Dartmouth Middleway.

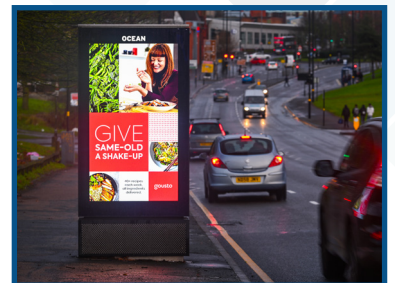
The roadside network compliments Ocean’s current portfolio of large format city centre full motion screens and the Loop network. The provision of a mixture of single and double sided 75 inch screens is being managed by Samsung UK in association with Esprit Digital.

Ocean chief development officer Steve George said: “Ocean’s collaboration with Esprit Digital and Samsung UK in partnership with Birmingham City Council extends our digital cities for digital citizens proposition. This is about investing in the very best platforms for advertisers and audiences.

“Ocean’s focused approach to digital out-of-home (DOOH) will now be rolled out roadside throughout greater Birmingham, further boosting the economy and giving advertisers the chance to reach aspirational, entrepreneurial people in the UK’s second biggest city.”

Peter Livesey, Esprit Digital CEO, said: “This is the best-looking digital street furniture yet deployed anywhere in the world. Stunning, high, bright 75inch full outdoor roadside LCD totems with proprietary Esprit Digital cooling technology and a host of innovative features. A perfect partnership: Ocean, Samsung and Esprit Digital working together to deliver a high profile city network.”

Damon Crowhurst, Head of Display, Samsung Electronics (UK) Ltd, said: “Samsung is pleased to be Ocean Outdoor’s strategic display partner for this prestigious network. Working with Ocean Outdoor in digital out-of-home is a great opportunity to showcase Samsung’s portfolio of outdoor display screens, including our single-sided and double-sided units. As a significant investor in out-of-home display solutions, it is important to have our brand showcased on the most premium display installations.”



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The portrait style digital 6-sheet screens are in 120 hand-picked locations to minimise their environmental impact, reducing street furniture clutter in each immediate area. They will be operational from the summer.

Birmingham is one of Europe’s youngest cities by population with the under 25s accounting for 38% of the population. Major names including Deutsche Bank, Barclays, HSBC and PWC are expanded their presence, relocating thousands of people to Birmingham’s professional business services and financial hub.

More than 17,000 new businesses were registered in Birmingham in 2017 the largest number of start-ups outside of London. Birmingham hosts the 2022 Commonwealth Games.

Technical details

- 120 locations – 130 screens
- 75inch screens

Screen dimensions and resolution

- 1.650m (h) x 0.928m (w)
- 1920 x 1080 pixels

