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Digital A boards are growing in popularity amongst organisations who want to communicate with their audience via fully portable, battery powered waterproof displays. [Digital A boards](#) offer several advantages over traditional static advertising methods and we are seeing them in a number of use cases including, advertising, public information and safety messages.

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Our battery-operated A boards have always been popular but the introduction of a high brightness 24 hour + battery life is a game changer. We've recently doubled the brightness of the display to make the screen readable in all outdoor conditions which means we can offer a fully portable, long lasting battery display. It's IP65 rated making it suitable for many applications but we've seen the fastest area of growth in manufacturing and high-risk environments where safety awareness is critical. Having access to a digital display that can be wheeled out and positioned anywhere in a plant or on site to deliver important safety messaging is something health and safety professionals really value.

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Here are just some reasons why businesses and advertisers love digital A boards:

Dynamic Content: They allow the display of dynamic content. This flexibility enables businesses to easily update and change their messages in real-time to stay relevant and adapt to changing circumstances quickly.

Cost-Effective Updates: Unlike traditional print advertising that requires the production and distribution of new physical materials for each update, digital A boards can be updated instantly at very low cost.

Increased Visibility: The dynamic and eye-catching nature of digital A boards can attract more attention than static displays. The ability to incorporate motion, video, and dynamic elements makes advertisements more engaging.

Targeted Messaging: They can be programmed to display specific content at certain times or in response to external factors such as weather. This enables advertisers to target their messages more effectively and deliver relevant content directly to their audience.

Remote Management: They can be managed remotely, allowing advertisers to control content, scheduling, and updates from a central location. This is particularly advantageous for businesses with multiple locations, as they can ensure consistency in messaging across all sites.

Real-time Information: Digital A boards display real-time information, such as live updates, news feeds, social media streams, and more.

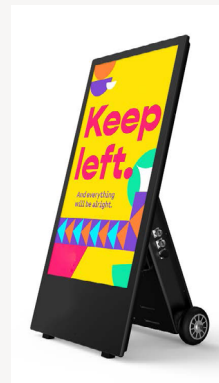
Environmental Impact: They reduce the need for paper, ink, and other materials associated with traditional prints methods and eliminates the waste generated by disposing of outdated printed materials.

Overall, [digital A boards](#) offer a modern and versatile approach to delivering messages to any audience. They provide businesses with the tools to create more engaging and effective communication strategies.

To find out more, contact us today for an informal chat.

Melford Technologies provides focused consultancy to aid customers in their strategic and operational journey. If you'd like to learn more, feel free to [contact us](#).

High Brightness, Battery Powered, Outdoor Digital A-Boards



Created with ultimate flexibility in mind, Melford's high brightness outdoor digital A board battery displays are designed to be easily repositioned on demand, regardless of climate and environment.

[Learn more](#)