



TAXI TOP DISPLAY CASE STUDY

Firefly

melford

BACKGROUND

Global urban mobility experts Firefly wanted to deliver highly engaging Taxi Top Displays to New York's famous yellow cabs.

SOLUTION

Melford developed stylish and innovative dual-sided displays for Firefly that could be easily mounted on vehicles, with easy maintenance if needed. Each screen could also be used independently to show alternative advertising campaigns when required.

The display automatically adjusts brightness to match ambient lighting conditions, as well as the ability to withstand snow, ice, wind, rain and sunlight – built to meet IP66 and NEMA4+ standards. The protection glass is also laminated with a vandal-resistant screen for additional protection.

RESULTS

The solution was designed, developed and tested with Firefly over 12 months, and was deployed to vehicles across an 8 month period. The displays have proved to be a highly effective and engaging advertising solution across the taxi fleet.

PRODUCT

40" LED Taxi Top Display

melfordtechnologies.com