



LUMISURF

Luminous Surfaces to Enlighten Your World

LumiSurf provides an electroluminescent film to cut the operating costs of illuminated outdoor advertising. This flexible, light and robust film adapts to 3D complex surfaces and enables advertising agencies to conquer new, unusual advertising spots, such as bus bars in public transport or shaped pillars.

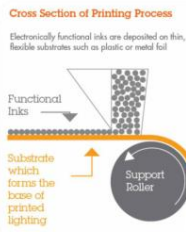
Problem

- High operating costs of illuminated out-of-home billboards
- Stand out from the competition
- Extend the life of the message in the night
- Light pollution, restrictions and regulations



Technology

- Roll-to-roll manufacturing process
- Conductive ink on flexible substrate
- 1m wide and 1mm thin
- Printed Touch Sensors

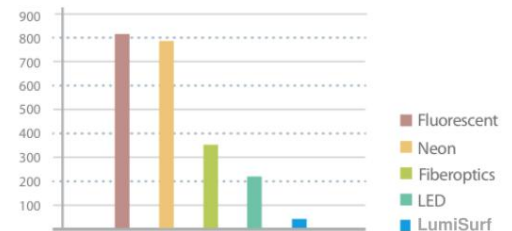


Solution

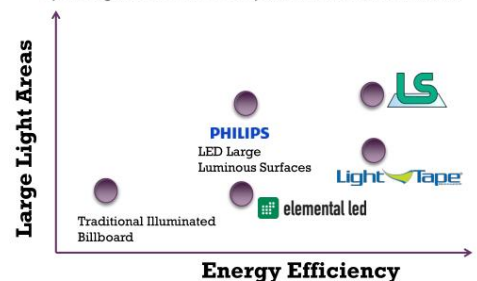
- An electroluminescent film for multiple purposes
- Energy efficient, thin and flexible



Competition

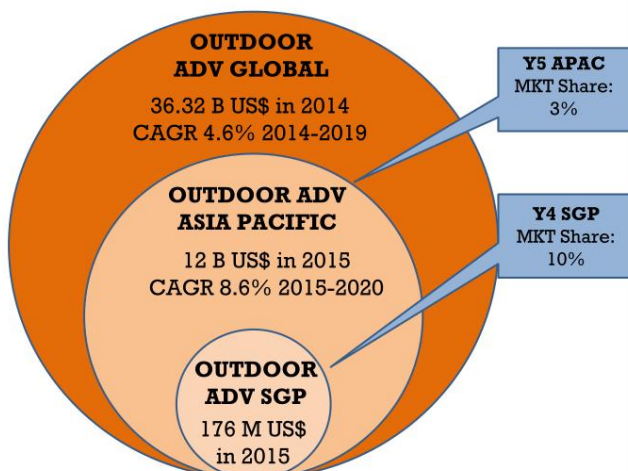


Operating Cost | Year at 150 sq. ft. (Estimated at \$0.15/kwH)



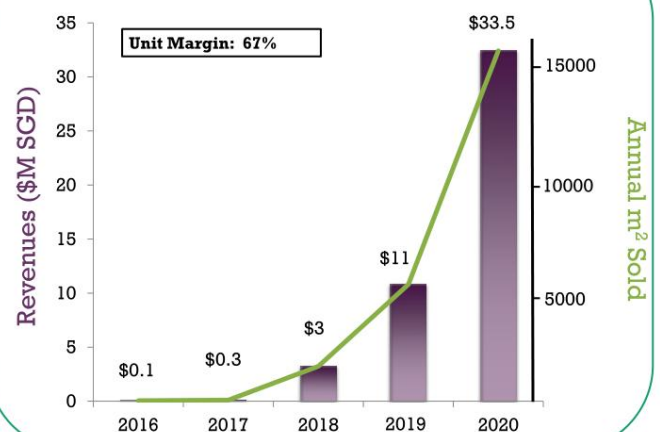
Market

- The global market for Outdoor Advertising will grow to reach 50.7B US\$ in 2020
- APAC represents the largest growing market
- Beachhead MKT: Illuminated Bus Bars in SGP



Sources: PwC, Global Entertainment and Media Outlook, Out of Home Advertising; Strategy, The global outdoor advertising market

Financials



For enquiries and collaborations, please contact us at:
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