

Boo! installs large LED screen at Park Corner

Boo! Surprising Media Solutions has installed a large format curved LED screen on the top of Park Corner in Rosebank.

The screen, which was activated in November, is a giant 4m x 12m landscape shaped billboard with a high visibility P16 screen. It serves as a digital advertising platform that can be seen by up to 1.9 million cars per month that drive down Jan Smuts Avenue.

The site is one of the largest council approved LED screens in Johannesburg.

For more, visit: <https://www.bizcommunity.com>