

Taking advantage of the 2G shutdown to proactively illuminate the world of advertising

THE CHALLENGE

Ensure lights are effectively utilized by advertising billboards to increase visibility, revenue and reduce utility costs, while offering multiple connectivity options to customers globally.

THE SOLUTION

SmartLink™, powered by KORE, is a cellular, M2M controller from OutdoorLink, Inc. designed to remotely control and monitor all aspects of billboards (lighting, utility power, digital, solar/wind productions, etc.) as well other exterior commercial lighting needs

THE RESULTS

By dealing with the NA 2G GSM shutdown now, OutdoorLink, Inc. is able to upgrade devices, offer international capability, and deliver a selection of technology solutions to their customers whose results from using SmartLink™ include:

- Achieving a two (2) year ROI with utility savings
- Eliminating free advertising
- Achieving 5-10% additional cost savings above the utility savings

Background

Utility costs, unsold billboards and manual monitoring are costly scenarios in the outdoor advertising industry. In any given market, 25% of the outdoor advertisers are unsold billboards and revenue is lost on a daily basis.

Until recently, the primary innovation used in this industry was a “mechanical-timer” which was a grade above photocells. But even mechanical timers had their downside, most notably a phenomenon known as time-drift which can actually increase utility costs or cause “dark times” on a paid billboard. Both of which can be costly.

Prior to that, the outdoor industry had to rely on drivers going around checking the status of the lights and manually turning them on and off.

The founder of OutdoorLink, Inc., Dwight Jennings, with his extensive knowledge of the industry, understood what it was like losing revenue due to illuminating unsold spaces and having to pay someone to manually turn lights on and off as contracts were instituted or expired. So he capitalized on the concept of remotely controlling utility power and applied it to billboards and created SmartLink™.

Since its invention, some of the largest advertising billboard companies have implemented SmartLink™ including Lamar Advertising, one of the largest outdoor advertising companies in North America, with more than 370,000 displays across the United States, Canada and Puerto Rico.

Solution Overview

OutdoorLink, Inc. designed SmartLink™, a cellular M2M controller designed exclusively for the outdoor billboard industry to remotely control and monitor billboard lighting, powered by the KORE network. OutdoorLink, Inc. delivers:

- Web based interface & cellular apps
- 3G cellular technology controls 4 separate faces independently on multiple networks
- Automatic network time and exact sunrise / sunset based on GPS coordinates
- Real time monitoring alerts (loss of power, power restore, tamper, bulb outage, no current and bad neutral)
- Proof of performance reports to validate nightly illumination
- Easy integration with charting system to streamline operations
- 24/7 customer support

Key Results

In light of shutdown of the North America 2G GSM network, OutdoorLink, Inc. would need to begin upgrading their existing devices. This challenge offered them an opportunity to look at several options. By selecting KORE to handle the connectivity portion of their solution, they are now able to offer a variety of connectivity options to their customers (GSM and CDMA) as well as being able to deploy internationally.

M2M wireless networks — it's all we do.



OutdoorLink, Inc. Delivers...

- Reliable illumination in a cost effective manner
- A cellular M2M controller designed exclusively for the outdoor billboard industry
- Ability to remotely control and monitor billboard lighting
- Static, digital, wallscape, or solar/wind powered locations for flat rate pricing

KORE Delivers...

- M2M expertise and strong service delivery track record
- Dual VPN connections with auto fail-over should one go down
- Two, fully geo-redundant data centers powered by Cisco with automatic fail-over and self-healing capabilities
- Multiple, redundant connections to the largest global operators worldwide

To learn more about what KORE can do for your M2M business needs, please visit www.koretelematics.com or email sales@koretelematics.com or call us at 1.866.710.4028.

“KORE gives us the opportunity to offer customers multiple-carrier options and we needed a partner that would provide domestic customers options and deliver reliable coverage to new international SmartLink users.”

Dwight Jennings, President and CEO
OutdoorLink, Inc.

“We consider customers like OutdoorLink, Inc. as partners that we join forces with to deliver the most powerful, feature-rich applications to innovate and change an entire industry by driving efficiency improvements, automation, cost-savings and even revenue-generating benefits globally.”

Alex Brisbane, CEO
KORE

Additionally, by eliminating the previous technology of photocells which detected light but were unreliable, and mechanical clocks with the OutdoorLink, Inc. solution delivers impressive results to their bottom line as well as to their downstream customers including:

- Reducing costs through the green side of utility savings
- Eliminating free advertising
- Reduced costs by an additional 5-10% by eliminating time drift
- Created a more cost effective solution than photocells & mechanical clocks

About OutdoorLink, Inc.

OutdoorLink, Inc. is an industry leader in enabling outdoor advertising companies to utilize a more efficient and profitable way to monitor and manage their energy usage. With over 60,000 installations and counting, the SmartLink™ System is a proven success in the field. Any outdoor advertising company can find savings quickly and easily on all static and digital media locations.

About KORE

KORE is the world's largest wireless network provider focused exclusively on the machine-to-machine (M2M) communications market. Companies in virtually every industry are implementing M2M solutions to achieve productivity gains, cost management, environmental improvement, and to expand customer services. KORE delivers cellular and satellite services to ensure the greatest possible reliability and coverage as well as valuable tools that enable our customers to effectively manage their daily operations.