

# Western Advertising @ REX - 42" AnimatorPRO



## PROJECT DATA SHEET

July 2006

WESTERN ADVERTISING AND IT'S CLIENTS HAVE DISCOVERED THE COMBINED POWER OF LEDs AND PLASMA WITH THE RECENT INSTALLATION OF A 42" ANIMATOR PRO DISPLAY AT SYDNEY AIRPORT.

Western Advertising, run by grazier John Elliott, is armed with a tool that is an advertising dream.

The AnimatorPRO is delivering advertising messages to approximately 800,000 passengers a year as they pass through Gate 47 at Sydney Airport.

Computronics is managing the content and upload on behalf of Western Advertising.

All messages are communicated to the display via a broadband connection and appear as a slide presentation of extreme quality.

The AnimatorPRO is one of the most powerful marketing and advertising tools on the market. Packed with a host of features, it is sure to attract the attention of travellers to the advertised products and services as they wait for their departure.

AnimatorPRO is available in a variety of sizes and finishes. Sound is also optional.

For further information regarding this project or the AnimatorPRO contact Computronics on 1300 888 506



by Computronics