

EXEMPLARY



Top: A CityLites digital advertising board located in the Minneapolis skyway.
 Middle: A LCD screen advertising board installed into a fixture above a skyway directory.

More vendor digital signage images can be found at www.alivepromo.com/publicspaces/citylites/



Looking to expand their backlit advertising network to include a digital platform, CityLites USA selected AlivePromo for a multi-application installation in the downtown skyways of Minneapolis and St. Paul.

Digital Signage Advertising

in a prominent food court in downtown Minneapolis, AlivePromo and CityLites teamed with local broadcaster KSTP to deliver CityLites provided ads during newscast commercial breaks using tone decoder technology.

In the skyways, AlivePromo installed 32" LCD signs above backlit directories, and 46" LCD signs above skyway entrance doors. Advertising for these signs rotates on one half of the screen, while a KSTP 5-day forecast and weather radar occupy the other half.

All content is powered by AlivePromo's AlivePulse web-based content management system, allowing for advertisements to be updated online.

Equipment procurement, installation, and networking were performed by AlivePromo.

Ongoing creative, scheduling, monitoring and maintenance are performed by AlivePromo from its Minneapolis headquarters.

Powered by **AlivePulse**