

Screen as Long as a Boeing 747

Written by Roger Douglas
03. 05. 2013

One Outdoor Media, a subsidiary of Elonex, launches its latest large-format digital screen. Located at Junction 9 of the M6 (adjacent to Birmingham Gateway) and made up of two panels (Northbound of 35m x 7.2m and Southbound of 30m x 7.2m), it will reach a total 468 square meters of LED.



With a length of over 65m, the screen is almost as long as a Boeing 747 and **One Outdoor** claims that makes it “the largest digital screen in Europe”.

Both of its panels will target traffic on arguably the UK’s busiest motorway section at the M5-M6 intersection. It can be seen from surrounding areas including a busy road network, housing, industrial areas and hotels.

The screen will not only reach the 6 million residents of the Midlands but will also catch the majority of traffic between UK’s three largest cities - London, Birmingham and Manchester. This provides a huge viewing demographic and **a fortnightly traffic count of 3.44 million, that One Outdoor says is one of the most prominent advertising sites in Europe.**

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This M6 Junction 9 screen will also feature community advertisers such as **Free Radio** (a regional radio station),

Adoption in the Black Country

(joint venture between local adoption agencies),

Ironbridge Gorge Museum

(an industrial heritage organization) and

Cure Leukaemia

(a charity supported by the directors of Elonex).

Nick Smith, CEO of Elonex says: "This project is part of our 2013/2014 £14m investment into a UK-wide roll-out of large format premium advertising locations in regional cities across the country. Following founding the Screen Saver patent for computer screens in the late 90's we're proud to be now using our technology in the digital out of home market. The screen carries some unique technology developed in the UK by our dedicated Research & Design team."

Christian Clayton, Managing Director of One Outdoor Media says they also own the 19m high outdoor skyscraper screen next to the Manchester Piccadilly station (tallest display in UK) that reaches over 2.8 million commuters and city centre consumers every two weeks. The Ricoh Arena LED screen at the Gateway to Coventry and two 72m2 digital screens installed last month at the Glasgow Rangers Football Club are two other iconic advertising sites in the company's portfolio.

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