

Barco Installs New Generation of Digital Billboard

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Barco installs a digital billboard in the Belgian HQ for world-leading brewer AB InBev.



AB Inbev is more commonly drunk as brands: Stella, Bud, Becks, Leffe and Hoegaarden. (If AB had a counterpart in AV, it would have to own Crestron, Extron, AMX and more!)



Barco says this billboard is the first of this kind in Europe. Barco's DB-220 is a 23 sqm size billboard used to display company info, beer commercials and city announcements. The billboard will definitely be a distinctive landmark in the city of Leuven, known for its famed university (founded in 1425 by the Pope and attended by Desiderius Erasmus, Gerard Mercator, Andreas Vesalius among others.)

The DB series is a range of outdoor LED displays designed for the out-of-home market. The DB series features green components, a low power consumption, superior visual performance in all ambient environments and offer maximum return on investment. It is available in three fixed sizes.

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