



Deploying a Digital Billboard with Prismview

Steps from contracting through installation.

Overview

In every deployment of a Prismview display the customer is guided through every step and process, then gradually steps away as the customer masters each concept. Prismview will remain available for additional training, as a backup programming resource, or to meet any unexpected needs that may surface.

Installing a Prismview digital display has been streamlined over numerous years to ensure a seamless transition from a static billboard face to a remote digital display. After more than 2,000 installations, Prismview has developed a digital display that requires minimal installation time and rarely requires a power upgrade. Prismview guides every aspect of the process from the date of contracting through the installation completion and the first days of operation.

The Prismview Process

What follows is a step-by-step tour through the first year of deployment with a Prismview digital outdoor advertising display.

1. Contracting for a digital display is in the form of a sale agreement. Prismview offers a variety of terms in order to meet the needs of all of its customers.
2. During the contracting process, the customer is asked the name and contact information of the person authorized to make operational decisions relative to the display deployment. Likewise, the customer is given the name and contact information of the Prismview project manager who will be responsible for shifting the display from production through installation. On the date the contract is accepted, the assigned project manager makes contact with this individual to coordinate all aspects of the installation.

These include:

- Exact display location
- Site access for display delivery
- Site access for crane
- Preferred display mounting method (weld or bolt)
- Electrical power available and process for upgrade if necessary
- Permits necessary (Are they secured?)
- The available communication media (DSL or cable modem)
- Date of installation
- Name and contact information of the installation company
- Name and contact information of the local electrician



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The Prismview Process - continued

3. Armed with this information, the assigned Prismview project manager coordinates all activity within Prismview to ensure that the display is produced in keeping with the requirements of the location and for the date of installation.
4. Usually within one week of contracting, the Prismview project manager provides the appropriate customer personnel with a production drawing detailing the display to be installed and the mounting methodology.
5. Once the production drawing is completed, the Prismview project manager enters the display into production at the Prismview manufacturing facility, making certain to ensure that all variables match the work to be performed.
6. When the display enters the production phase, the project manager contacts the customer's operations manager to review the work to be completed at the display location. At this point the project manager ensures that the customer will have necessary power and communication connected at the display location prior to the date on which the display is to arrive.
7. If power and communication lines are to be run to the display location, the Prismview project manager makes himself available for telephone consultation with the local electrician and/or telephone company/cable company representative to answer any questions.
8. The Prismview project manager checks in periodically with the operations manager to ensure that the on-site work is on schedule and to communicate Prismview production progress.
9. While the display is in production, Prismview's Creative Group coordinates an on-line webinar training session with the customer's display programmer. Prismview copyrighted outdoor advertising-specific software, Prismview, will be taught and explained in detail.
10. Approximately two weeks prior to the delivery date, the Prismview operations manager calls the customer to ensure that everything is still on schedule at the display location and to coordinate the delivery. The actual time of delivery is coordinated to the hour and minute. The cell phone of the freight carrier is provided at this time.
11. The Prismview project manager coordinates with the local installation company to ensure that the proper crane equipment will be available at the time of installation. It is critical that the crane be on-site and in position at the time of the truck's arrival.
12. On the date of shipment, the project manager notifies the customer's production manager of the shipment and the scheduled arrival time.
13. During the shipping period, the Prismview expediting department tracks the progress of the shipment and informs the customer of any significant deviations from the schedule.



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The Prismview Process- continued

14. At the scheduled time of installation, the Prismview display, encased in protective covering, typically arrives on an open trailer. Displays of sizes up to and including 4.25m by 14.5m (14' x 48') arrive in one, fully-assembled piece.
15. After the truck is positioned within reach of the crane, the protective vinyl covering is removed and the display is inspected to ensure that there has been no damage during shipment.
16. The display is connected with lifting cable to the two pre-mounted lifting eyes. No spreader bar is needed. The display is then lifted from its shipping cradle, raised to the display location and attached as per the production drawing. Once the physical installation is complete, the crane and installation crew disconnect and depart. On-site time is typically less than two hours.
17. The connection of power and communication lines is completed by a licensed, local electrician and a technician from the selected data communications company. This work is completed under the supervision of a Prismview installation technician, who arrives on-site at the time of the installation.
18. Following installation, the Prismview technician powers up the display and tests it to confirm its integrity. The communication system is tested and a series of test messages are displayed. All variables are set to provide the best possible image, given the ambient light of the particular location.
19. The Prismview proprietary light-sensing system is mounted, connected, and verified to be reading appropriately. Maximum daylight and night brightness settings are input to ensure optimal illumination during each period, while complying with local zoning requirements.
20. The Prismview proprietary webcam system is installed on a projecting arm, facing the screen, on the side of the display away from the street. The webcam is connected to its router and communication is verified with the Prismview Service Center.
21. For at least one day, after the date of installation, the Prismview technician remains on-site to view the display and to make certain that all functions are normal.

If the display is located in a region where there are no current service agents, or if additional service agents must be trained, that work is coordinated on the day following the date of installation. The Prismview technician teaches the local agent(s) the proper procedure for the Prismview parts-swap service, how to coordinate with the Prismview 24-hour Service Center, what is expected when a call is dispatched, and the procedures for communication when on-site. (See the Prismview white paper "The Layered Service Approach for Digital Displays" for further details.)



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The Prismview Process -continued

22. Once installation is complete, the Prismview installation technician holds a brief meeting with the customer to review specifics. An operation manual is provided, complete with all pertinent contact information. The 12-month labor warranty is explained, complete with a description of Prismview's monitoring and dispatch procedures.
23. Prior to departure, the Prismview installation technician communicates with the Prismview Service Center to ensure that the display is being monitored and is assimilated into the regular monitoring schedule. All communications systems are verified. From this point forward, the Prismview Service is responsible for monitoring the display visually at least once every hour. Remote diagnostic software monitors the display continuously and flags issues to the attention of monitors between visual checks.

In this way, Prismview guides the customer through the process of deployment step by step. Beyond this point, a hand over takes place between the Prismview project manager and Prismview Field Service. The Prismview Creative Group also maintains contact with the customer's display programmer to ensure satisfaction with the message presentation procedures.

The Prismview sales manager who has completed the transaction remains involved with the customer to ensure that the process is handled satisfactorily.

The purpose of this multi-layered involvement is to ensure that the deployment is successful at every step along the way.

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