



The Real Cost of a Digital Display Deployment

Overview

Beyond the unit price of a digital display, there are a significant number of additional costs to be considered in the deployment of a digital display. Surprisingly, these costs can vary widely, depending on the product and manufacturer selected.

The following list outlines the most important of these considerations and suggests methods by which the astute buyer can measure one vendors solution against all others.

Digital Display Deployment Line Items

Item	PRISMVIEW	Vendor 1	Vendor 2
Unit Cost			
Sales Tax			
Power Upgrade	N/A		
Electrical Permit	N/A		
Sign Permit	Assistance Available		
Structural Engineering	Assistance Available		
Structural Upgrade			
Freight	At Cost		
Installation	One Piece Construction		
Communications	Assistance Available		
On-site Technician	Included		
Project Management	Included		
Air Conditioning	Not Required		
Total Cost			

For those experienced in digital display deployments, the above list is common knowledge. Along with that knowledge comes the experience that one has had with each of these items in conjunction with the relationship of the display provider. Each item is inextricably linked to the digital supplier, as it relates to the expense and ease of deployment.



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Overview - continued

Further, there are ongoing considerations relative to the actual use of the display system, following deployment.

Digital Display Operational Line Items

Item	PRISMVIEW	Vendor 1	Vendor 2
Warranty	12 months labor 60 months parts		
Monthly Maintenance			
Monitoring	Included		
Monthly Electrical			
Software Upgrades	Included		
Creative Services	Available		
Total Cost			

Total Operating Expenses

These two lists have been compiled for the purpose of evaluating relative costs. But, there is an undeniable benefit in evaluating them in their totality. The relationship with the vendor is not one of vendor-purchaser, but more that of a partnership, in which the vendor is a lifeline for the digital outdoor company throughout the life of the product.

The Prismview Solution Line-by-Line

Unit Cost and Sales Tax

Prismview digital displays offers the lowest unit price in the industry, when considered on the basis of its features, benefits, and characteristics. It offers the greatest spectrum of colors, the highest level of brilliance, an infinite level of dimming, and exceptional image quality. The display is made with the finest components, assembled in a lean manufacturing facility with unparalleled efficiency.

No digital display is offered at a lower price, without sacrifices in product quality. The sales tax is relative to the unit price in most scenarios. However, in many states where the product is installed as a component of the overall display, the actual sales tax may be lower from Prismview, if Prismview provides the installation.



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Power Upgrade

Prismview's product operates on the lowest primary power in the industry. At 76 amps of primary power, Prismview's 14' by 48' digital bulletin meets the UEC requirement for operation on 100 amps of primary power. Similarly, the other standard digital display products from Prismview operate at a lower power requirement than any other competitive products.

Ultimately, this relates to a savings at installation. In most cases there is no requirement for an electrical upgrade, thus saving the cost of the upgrade and the cost of the permit.

Off-Premise Permit

Prismview LLC, employs an excellent staff with strong knowledge and expertise in permitting for outdoor advertising. Digital Outdoor has become a critical element of the Prismview's outdoor initiative. Beyond the sale of digital outdoor displays, our company maintains and monitors nearly two thousand outdoor displays. While Prismview is not in the business of soliciting permits for its customers, the company has a wealth of resources and is prepared to share these resources with customers for the purposes of soliciting such permits.

Structural Engineering and Structural Upgrade

Prismview is a digital display provider – not a structure company. However, Prismview employs a staff of the finest display structure engineers in the world. Prismview will review the structural drawings of prospective purchasers of digital displays and offer professional opinions regarding the need for structural upgrades at no cost to outdoor advertising companies.

The Prismview product is produced in aluminum with the structural integrity available to withstand up to 150 mph wind load requirements. This exceeds the UBC 2006 building code requirement. The 14' by 48' bulletin is offered with this compliance, at 6,800 lbs.

Freight

Prismview coordinates freight to the display location. Freight is billed separately with no markup. Freight forwarding is routinely handled as a part of the Prismview project management function. Coordination with the local installation crew is critical.



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Installation

Prismview digital displays, in sizes up to and including 14' by 48', are delivered in one piece. Each display arrives on a low-boy truck, angled with the top of the display protruding on the right. The unit is enclosed in a protective plastic coating which can be removed in a matter of minutes. Once the coating is removed, the display is ready to be elevated to the structure.

Without a spreader bar, the Prismview display is lifted from two pick points, which are pre-mounted to the top of the display. Prismview's project management will have already determined the preferred method of attachment, through discussions with the local operations manager.

The display is lifted, directly from the truck, onto the display and attached, either by bolts or welding.

In addition, the Prismview's project management team will have already coordinated the necessary power and communications medium.

Complete installation, depending upon the complexity of the location and structure, typically takes between two to six hours.

Communications

The Prismview project management team will help with the coordination of the communications scheme for the display location. Communication for a particular location is determined on the basis of which service is deemed most reliable.

On-Site Technical Assistance

Prismview provides on-site technical support for most digital outdoor installations. The Prismview technical support representative is prepared to assist with coordinating power connection, data connection, display debugging, and certification as properly installed. The Prismview tech expert remains on-site for an additional day, at minimum, to ensure that the display is operating properly.

Prismview Project Management

The lynch pin of the Prismview operation is its project management. From the date of contracting, Prismview's project management team is its customer's partner in digital display deployment. The assigned project manager remains on-call 24/7 until the display is installed and operating to the customer's satisfaction.

Beyond the cost of installing a digital display, the cost of operation must be considered. The following items require special consideration:



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The Prismview Solution Line-by-Line

Warranty

The Prismview warranty on parts is 60 months. This includes the repair or replacement of any defective parts. It is important to note that Prismview LED modules are produced in a way that facilitates easy repair. Rather than encase the LEDs in heat-trapping epoxy, as most suppliers do, the LEDs are coated in a conformal coating that prevents the incursion of water, but allows for the repair of damaged or defective modules. This translates to dramatic savings during the warranty period and beyond, as compared to competitive products which must be discarded when defects are noted.

Prismview provides on-site maintenance for the first 12 months of the warranty period. During this period, the displays are monitored via webcam on a 24/7 basis. If a failure is noted, an attempt to repair the display remotely is initiated. If such a repair is not possible, then an on-site technician is dispatched.

Monthly Maintenance

Following the first 12 months of on-site labor warranty, it is customary to employ Prismview via a maintenance agreement to continue the on-site service requirements. Prismview on-site service is the most responsive in the industry. Prismview deploys a series of service agents, each with a request to respond within a six-hour period. This layered approach sets Prismview apart in the market and yields significant customer benefits.

Monitoring

Monitoring on a 24/7/365 basis is provided for all Prismview installed displays covered by a warranty or maintenance agreement. The monitoring is multifaceted in that it includes a visual monitoring of each display every five minutes, 24-hours a day, complete with a digital photograph of every display every 20 minutes of each day. In addition, Prismview employs a remote diagnostics system that electronically monitors each display and measures it for potential failures in its LED modules, power supplies, internal ventilation, and other critical components.

Monthly Electrical

The actual power usage of a Prismview digital display is the lowest in the industry.

Software Upgrades

The Prismview's scheduling software is the most sophisticated in the industry. The Prismview software team continually upgrades this software solution based on information and requests from its customers. Each upgrade corresponds with an offering to its customer for a free upgrade. This has provided Prismview with a continued stream of input from its customers as to what is important, relative to the needs of the advertisers. The end result is a "living" software component that never strays from the current needs of the industry.



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Creative Services

The Prismview Creative Team is available for display programming, ad creation, campaign choreography, or any necessary creative component. This skilled team of professionals has extensive experience in ad creation and display programming for major casino projects, professional sports, and significant outdoor advertising deployments.

The group is responsible for training those new to digital outdoor how to use Prismview's PVSystem. This training is included at no charge as a component of the display purchase. The same team is available for content creation and display programming at a nominal fee.

The Prismview Total Solution

Each of the charts featured in the opening pages of this white paper can be completed by Prismview, depending upon the products and services chosen. Similarly, other providers of digital displays can complete each line item.

The net result will be a comprehensive evaluation of what the actual cost of deployment will be for your particular application for each provider. Prismview has been a provider to the digital outdoor community from the first wave of deployments in 2003. During which time the company has deployed more than 2000 digital outdoor advertising displays.

This experience has bred a level of expertise and understanding that has brought praise from Prismview customers. Most importantly, it has generated a series of products and services that have enabled Prismview customers to deploy the finest technology, seamlessly, at the lowest total cost of deployment.

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