

## London goes Digital with MRI

**London, England: November 8, 2011** – Manufacturing Resources International (MRI) has been selected by Clear Channel International (CCI) to provide 100 BoldVu® 72" Outdoor Digital LCD Displays for their new LD6 premium network. MRI worked with Clear Channel International and the local CC-UK office to develop this new technology that will provide crisp, full HD advertising at 100 bus shelters in the busiest locations throughout London. Set to launch on November 28, 2011, this will be the UK's first digital street furniture network and will deliver over 10.8 million impressions per week.

According to Peter Kaszycki, VP of Business Development for MRI, "Clear Channel International evaluated a variety of suppliers before selecting MRI. The final decision was based on MRI's industry leadership in consistently providing the lowest Total Cost of Ownership in the marketplace. The power consumption of an MRI BoldVu® Outdoor Digital Display is significantly lower than any other LCD display on the market and the ability to provide consistent, 2000 nit brightness over several years further enhanced the ROI calculations for CCI."

The BoldVu® 72" High-Bright PDMs (Panel Display Modules) will be mounted into existing bus shelters in London and will feature a "Dual-Sided" design with the 72" Full HD Digital LCD display on one side and traditional Static advertising on the other. Mounting orientation will be based on pedestrian and traffic flow to maximize impact for each local environment. The new Clear Channel LD6 network will provide new opportunities for advertisers to engage their target audiences in a much more interactive way, with dynamic content customized by location and real-time news / information.

The BoldVu® 72" Digital Displays will provide 2000 nit luminance for optimum viewability in direct sunlight and will maintain this luminance level for 30,000 hours via the BrightVu® feature. They will also feature MRI's new DynamicVu® technology which adjusts the LED backlight brightness every 4 milliseconds based on actual content being displayed at that given moment. This feature dramatically reduces power consumption and prolongs the life of the unit which is extremely important in the European markets.





## **About MRI**

MRI is an Atlanta based designer and manufacturer of Digital LCD Displays (22" – 72"), Digital Menu Boards, Pump-Top Displays and Self-Ordering Kiosks. The BoldVu® product line encompasses both indoor and outdoor configurations and includes unique features such as BrightVu® (2000 nit brightness), SureVu® (image verification), CoolVu® (for operation in direct sunlight with ambient temperatures up to 50°C) and SAM® (service access modules) to provide a low cost of ownership with optimum functionality. MRI has an installed global base of 5500+ units and offers both standard and custom hardware / technology designs to meet the specific application requirements.

### **For more information, please contact:**

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