

Dear Sir / Madam

**Subject: Proposal for the Advertisement on LED Screens  
at Ramez Group Building in Al-Khwair**

Windows Media LLC is providing you digital screen for advertisement at Ramez Group Building in Al-Khwair (opposite to Muscat Grand Mall)

The Principal business of Windows Media LLC is outdoor advertising through LED (Light Emitting Diode) Screens i.e., displaying messages in video mode. The screens are installed at the prime locations, the most crowded Traffic lights in Muscat and crossing junctions and places frequently visited by people whom visited to Alamerat, Alkhwair, Busher, Avenue Mall, MGM and Panorama Mall.

	Total Cost	Discount	Balance (OMR)	Remarks
One lap ( 15 sec) for one year	30,000	20 %	24,000	<b>Four</b> different ad can be shown every day. With total spots of <b>400</b> every day
One lap ( 15 sec) for Six Months	15,000	20 %	12,000	<b>Two</b> different ad can be shown every day. With total spots of <b>400</b> every day
One lap ( 15 sec) for 3 Months	7,500	+10 %	6,600	<b>Two</b> different ad can be shown every day. With total spots of <b>400</b> every day
One lap ( 15 sec) 1 Months	2,500	+10 %	2200	<b>Two</b> different ad can be shown every day. With total spots of <b>400</b> every day

Please note,

- 1- All applicable tax is included
- 2- Billboard Size: 12.16m x 4.0m
- 3- First five video upload will be free. Any more advertisement will cost 100 OMR with 50% discount, balance 50 OMR
- 4- Design of the advertising will be on clients cost.

## Why Windows Media? And why Digital Billboards?

### Comparison between flex billboard and LED Digital Billboard.

	Flex billboard (12m x 4m)	LED Digital Billboard (12m x 4m)
<b>Average renting prices in <u>same location</u></b>	2500 OMR / Month	2000 OMR / Month
<b>Printing Price for each ad</b>	500 OMR each	0 OMR
<b>Installation</b>	100 OMR each	0 OMR
<b>Number of ad can be shown</b>	1 ad	Minimum of 3 ad in 15 sec
<b>Municipality tax</b>	350 or 1500 OMR	0 (tax included)
<b>Total for 1 year For 2 flex compared with 1 video</b>	62,150 OMR	24,000 OMR

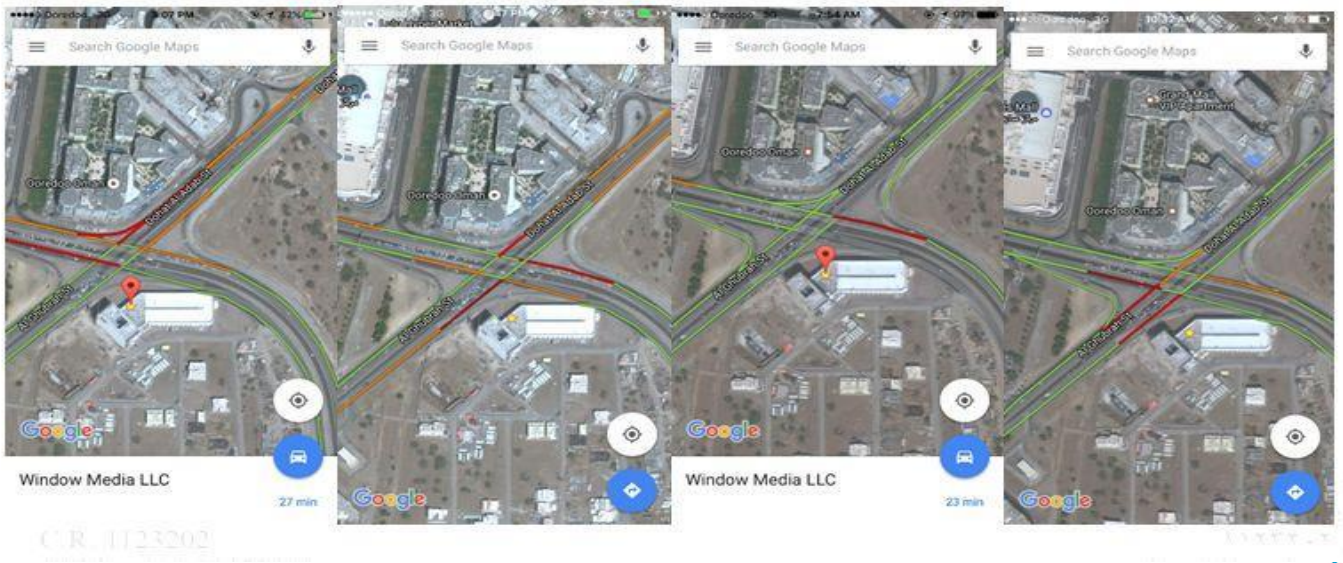
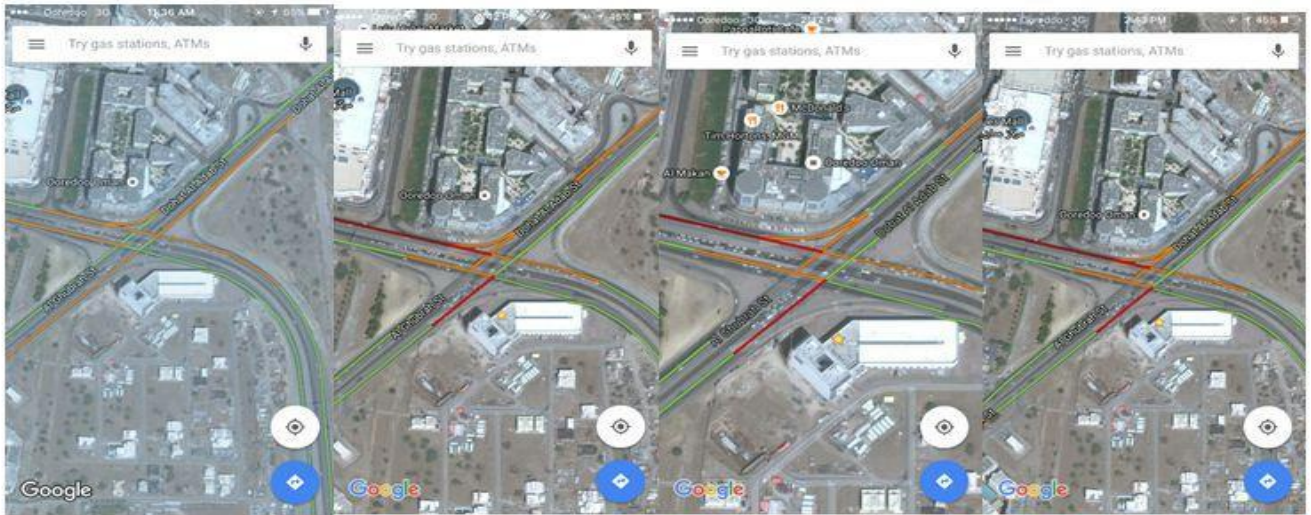
- Total minimum saving when using Windows Media Digital Billboard **(38,150 OMR)**
- **PRIME LOCATIONS** - Windows Media Digital billboards are built in the busiest locations. More people passing the billboard means more potential customers looking at your ad.
- **SHORTER LEAD TIMES** - Your ad is sent electronically to the screen, which can happen in a matter of hours. No need to send a paper poster two weeks before your ad goes up.
- **EASY TO CHANGE AND UPLOAD VIDEO**. Specially for special occasion (National day, Ramadhan, Eid, ..etc.)
- **NO PRODUCTION COSTS** - Because ads are displayed electronically, you have no printing or shipping costs.
- **FLEXIBILITY** - Digital Billboards give you the freedom to update your message weekly, daily, even hourly.
- **MULTIPLE MESSAGES** - Unconstrained by production cost, you can display multiple messages.
- **DYNAMIC CONTENT** - Digital billboards give advertisers the advantage of deliver real-time information in your ads. Such as, weather, stock quotes, interest rates and news headlines.

## Location importance:

The most crowded Traffic light Junction in Muscat. This Junction is most crossed by people whom lived or visited Al Amrat, Bousher, Alkhwair, Al- Ghubra. Also this Junction crossed by people whom visited Muscat Grand Mall (MGM), Avenue Mall and Oman Panorama Mall

As per statistics, (Statistics as per MGM and Avenue Mall Administration)

- 23,000 to 25,000 visited Muscat Grand Mall every Month
- One Million Visited Avenue Mall every Month
- As per google maps, see below photos taken at different time and days shows the crowded



## TERMS & SERVICES

- Client's ad will display after every 2.5 to 3.5 mints.
- Each ad duration must be maximum of 15 seconds.
- Daily spots a depended upon the time duration purchase by the other clients.



## Technical Specification of the Screen

# SPECIFICATION OF RGG SCREEN

Module Size:	320 (W)*160 (H)*25(D)mm
Module Resolution:	16 x 16 Pixels
Pixel Pitch:	10 mm
Pixel Density:	10000 Pixels/m <sup>2</sup>

Item	Luminous Intensity	Viewing Angle	Wavelength	Test Condition	Origin
Red LED	300~498mcd	H/V: 120°/118°	620~628nm	25°C,18mA	Epistar
Green LED	1600~1799mcd	H/V: 120°/119°	620~629nm	25°C,19mA	Epistar
Blue LED	599~700mcd	H/V: 120°/120°	620~630nm	25°C,20mA	Epistar
Driver IC	MBI JX15020				
LED Type:	led LAMP Epistar				
Driving Mode:	1/4 Scanning, Constant Current				
Module Power:	25W				
Working Voltage:	DC 5V				
HUB Port:	HUB12				

Waterproof Grade:	IP65
Control System:	Synchronous Nova Star system,1pcs CardNOVA-48pcs Receiving Card
Communication Mode:	TCP/IP
Brightness:	≥6800~7500cd/m <sup>2</sup>
View Angle:	Horizontal: 140°, Vertical: 140°
Best Viewing Distance:	≥10m
Refresh Frequency:	≥1920Hz
Control System:	
Frame Frequency:	60
Max Power Consumption:	800W/m <sup>2</sup>
MTBF:	>10,000 hours
Life Span:	≥100,000 hours
Out of Control Pixel Rate:	<0.1‰
Input Voltage:	AC110V/220V, 50~60Hz
Operating Temperature:	-20°C~65°C

## Picture of the First Test

