



## CASE STUDY

### APN PTA Underground Bus Port

LCD Digital Kiosks





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## LCD Digital Kiosks

Perth recently got it's very own central city underground Bus Port courtesy of PTA, the transport provider of public train and bus services.

The Bus Port will see 28,000 commuters each day, so these screens are ideally placed to advertise products, promotions and local events.

APN Outdoor, who partner with PTA to deliver strategically placed 3rd party advertising messages and campaigns, engaged Yap! Digital to supply and install 3 very large 84", high-bright digital advertising kiosks.

Presently these signs are the largest kiosks in Perth. The kiosks greet commuters at the entrance to each of the 3 Bus Port portal entries that lead to the underground Bus Port lounge.

The kiosks boast the latest 84" LG LED displays to produce eye-popping HD graphic advertising messages. Content is managed and delivered remotely to the kiosks by APN Outdoor from their Sydney office via the Scala software and hardware platform.

Yap! Digital provided a turn-key solution on-time and on budget.

Suitable for both internal and external use, kiosks up-to 98" in size and can be supplied in either advertising or touchscreen interactive to further increase customer engagement and or functionality.





We're ready to start talking!  
Speak up now about your next project or idea.

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