

PREMIUM ADVERTISING IN PHUKET

PANTHERA DIGITAL MEDIA



PRESENTING THE LARGEST,
MOST SENSATIONAL, AND CENTRALLY-LOCATED
DIGITAL ADVERTISING SOLUTION IN PHUKET!

PHUKET OUTLOOK:

WITH AN AIRPORT EXPANSION PROJECT UNDERWAY, 23 NEW INTERNATIONAL DIRECT FLIGHT ROUTES, AND TOURISM PROJECTIONS OF 9 MILLION VISITORS,

PHUKET CONTINUES TO SHINE AS THE JEWEL IN THAILAND'S COASTAL CROWN, PROVIDING A RICH PROSPECT-BASE FOR BUSINESSES WITH THE MEANS TO REACH CONSUMERS HOLIDAYING OR LIVING ON THE ISLAND.



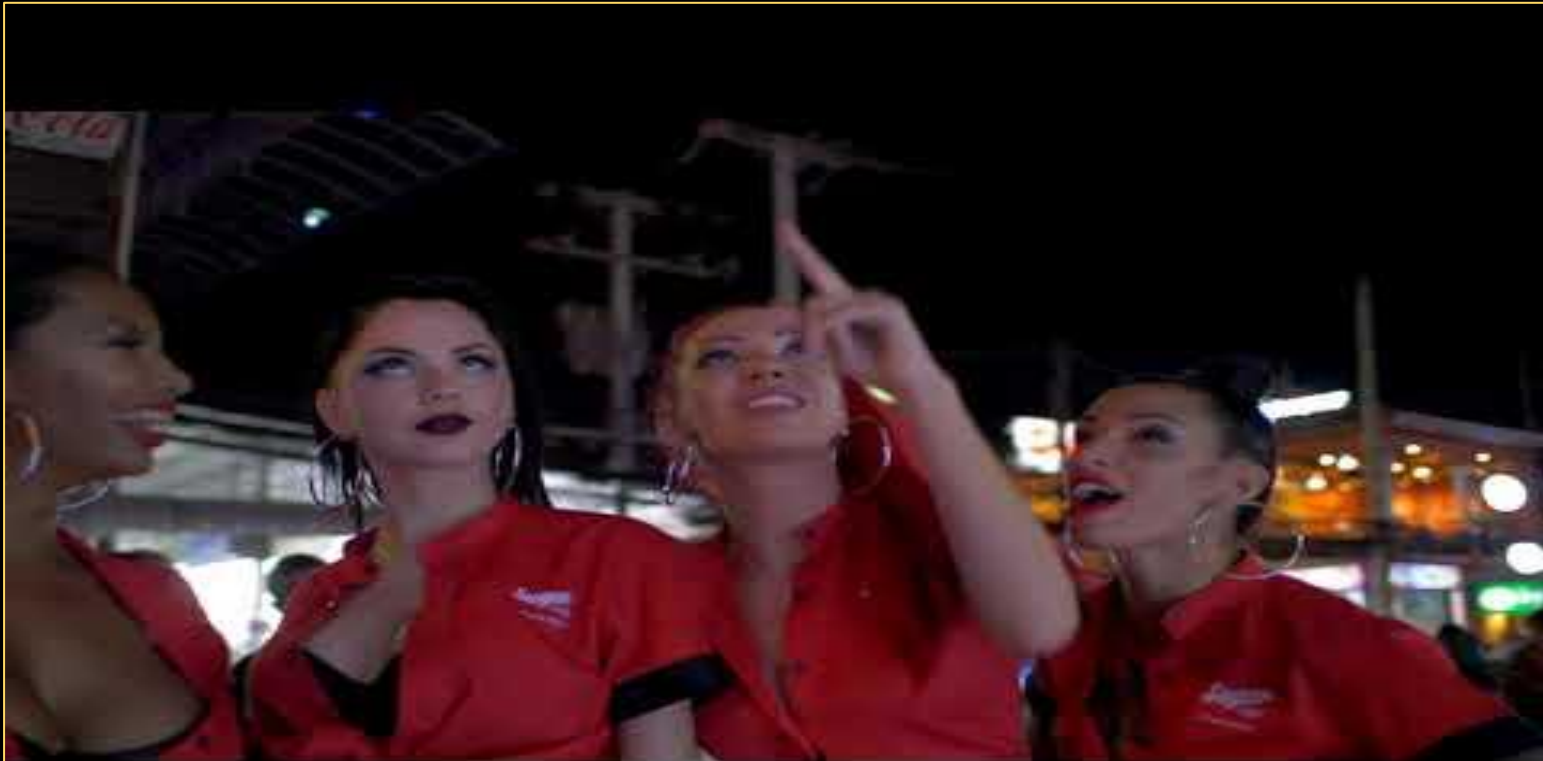
LOCATION:

SEDUCTION HAS BEEN A LANDMARK AT THE CENTRE OF PHUKET'S FAMOUS WALKING-STREET FOR OVER A DECADE, EVOLVING TO BECOME ONE OF THE ISLAND'S MOST RENOWNED ENTERTAINMENT COMPLEXES.



THE BUILDING HOSTS TWO WORLD-CLASS NIGHTCLUBS, SUGAR CLUB PHUKET & SEDUCTION CLUB, PLUS A ROOF-TOP VENUE (TBA). FIVE EXTERNAL WALLS ON THIS BUILDING ARE DECKED WITH TOP-OF-THE-RANGE LED DISPLAYS, THAT PROJECT OUT OVER BANGLA ROAD AND SURROUNDING STREETS.

PANTHERA DIGITAL MEDIA INTRO:



BANGLA ROAD FACT SHEET:



70,000 VISITORS DAILY

(TOURISM AUTHORITY OF THAILAND)



**150 MILLION BAHT
DAILY CASH-FLOW**

(TOURISM AUTHORITY OF THAILAND)



LED SCREEN FACT SHEET:



TOTAL DISPLAY AREA:
380 SQUARE METRES



TOTAL RESOLUTION:
9.6 MILLION PIXELS



HIGH DEFINITION:
60P DISPLAY



ULTRA-BRIGHT:
2X BRIGHTER THAN HD TV



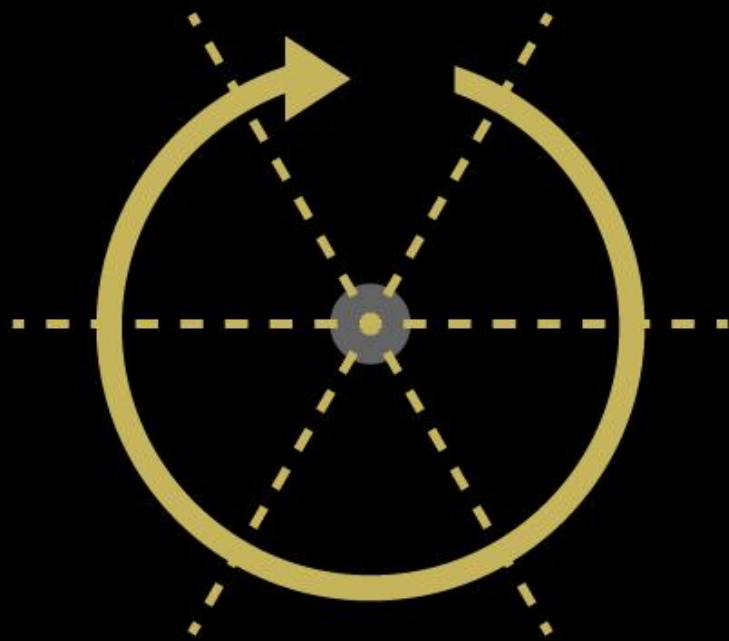
MULTIPLE SCREENS:
RUN INDIVIDUALLY OR SYNCED IN SETS



TECHNICIAN:
MANAGEMENT AND MAINTENANCE ON-SITE

PRICING FACT SHEET:

PACKAGES ARE PRICED BASED ON UNITS OF 3 MINUTES PER HOUR, COMPRISING 6 LOOPS OF 30-SECOND DISPLAY RUNS.



1 HOUR = 6 RUNS = 180 SECONDS



DISPLAY PERIOD:

16:00 - 04:00
(12 HOURS)



RUN TIME:

30 SECONDS



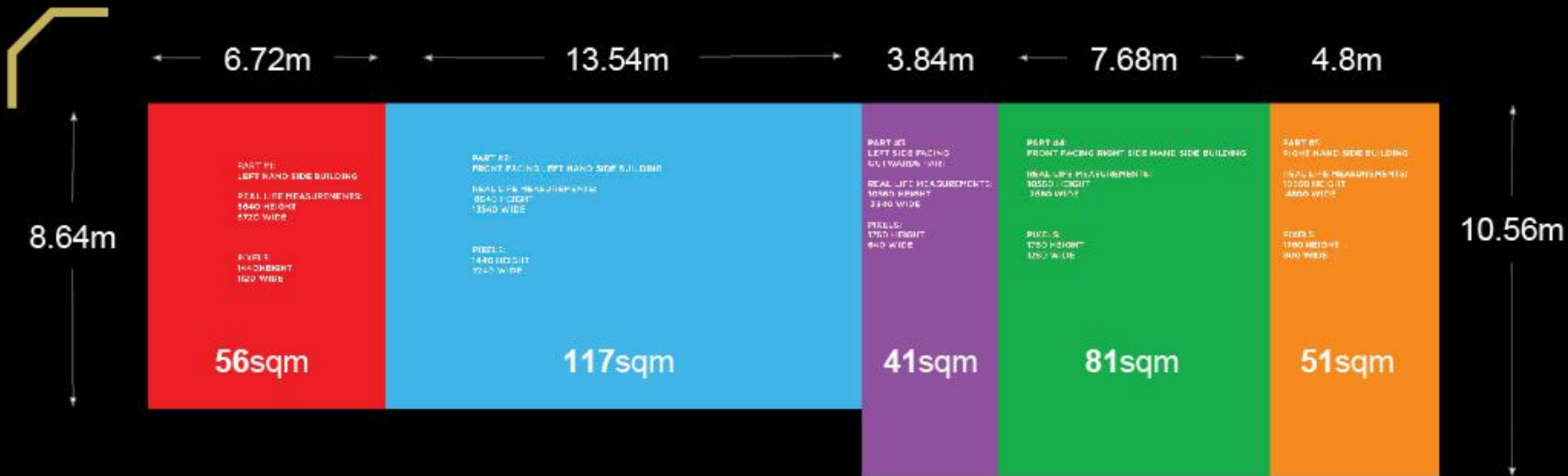
UNIT LENGTH:

180 SECONDS
PER HOUR



RUN LOOP:

6 PER HOUR



BASE	200K	500K	100K	300K	100K
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PACKAGES

A	200,000 pcm (173 sqm)				
B				150,000 pcm (132 sqm)	
C	350,000 pcm (346 sqm)				