

HELPING COMMUNITIES

The marriage of digital technology with billboards is proving to be a boon for public safety and the communities in which they are located. These powerful tools are alerting drivers to look for a missing child. They provide emergency information to people when and where they need it. And they are helping the FBI and local law enforcement catch suspected criminals.

Digital billboards are updated in real time and provide images and information to people in ways no other media can. They are located in the places where they can be seen by hundreds of thousands of drivers, making them a tool of choice for public safety officials who have to get a message out *right now*.

Keep reading to see how digital billboards are being used to help communities, and what people are saying about this incredible new technology.

1850 M St. NW • Suite 1040 • Washington, DC 20036
(202) 833-5566 • www.oaaa.org



For More Information: www.digitalooh.org

DIGITAL BILLBOARDS

PUBLIC SAFETY

**35W BRIDGE COLLAPSED
AT DOWNTOWN MINNEAPOLIS
PLEASE USE ALTERNATE ROUTES**

AMBER ALERTS

Digital billboards are uniquely suited to provide assistance during the crucial first minutes when a child is abducted. In many cases, law enforcement has a description of the vehicle involved, in addition to a picture of the child. Outdoor advertising companies in cities across the United States post AMBER Alert information within minutes of an Alert being issued.

Law enforcement officials say the extra information provided by digital billboards is essential. While traditional, Department of Transportation-type roadside signs can only show words, digital billboards can show multiple pictures in addition to ways to report a possible sighting.

"We think these billboards will be a great asset to any community, certainly in El Paso by providing our community with information related to crises such as AMBER Alerts."

**Chief Richard Wiles,
El Paso, TX
Police Department**



EMERGENCY INFORMATION

When disaster strikes, timely notification often means saved lives. Digital billboards can provide crucial safety information to hundreds of thousands of people without their having to turn on a radio or a television. Well designated hurricane evacuation routes can be in place with a few clicks of a mouse. Detours can be posted in minutes.

When the I-35W bridge collapsed in Minneapolis, MN, digital billboards throughout the Minneapolis/St. Paul metropolitan area were telling drivers to avoid the bridge and seek alternate routes. This information let rescue personnel do their work without interference, and kept drivers away from a potentially life-threatening situation.

"When Senator Coleman and I landed, we're driving in (to Minneapolis) ... and there were already billboards at 9:00 in the morning – actual billboards – telling people where to go for alternate routes."

Senator Amy Klobuchar (D-MN)

CATCHING CRIMINALS

Law enforcement personnel across the country are turning to digital billboards in increasing numbers to provide information to the public and help catch suspected criminals. The advantages provided by the format are numerous and unique.

Speed: Digital billboards are adaptable and fast, allowing law enforcement to have a suspect's picture in front of thousands of people almost as soon as they get the picture.

Location: In a criminal investigation, location is everything. Digital billboards can be used to publicize a search for a suspect or request information in the neighborhoods where a crime takes place. In Daytona Beach, FL, a suspect was arrested at a restaurant almost within site of a digital billboard after a tipster saw the board and the suspect in close proximity to each other.

Range: When law enforcement needs to reach people across a broad area quickly, networked digital billboards are often the answer. The FBI is working with outdoor advertising companies to publicize its most wanted list in multiple cities at the same time. In the event of a search for a terror suspect, digital billboards from Los Angeles to Cleveland to Atlanta can be used to help protect the United States from attack.

"You can place them near the scene of the crime. You can place them near the scene of the problem. And as a result, the people seeing the billboard are going to be people who should have some familiarity with the problem,"

Michael Mason, FBI

