



FUTURAD

AD TECH

INSIGHT + IMPACT

WWW.FUTURAD.COM

REACH YOUR AUDIENCE LIKE NEVER BEFORE.

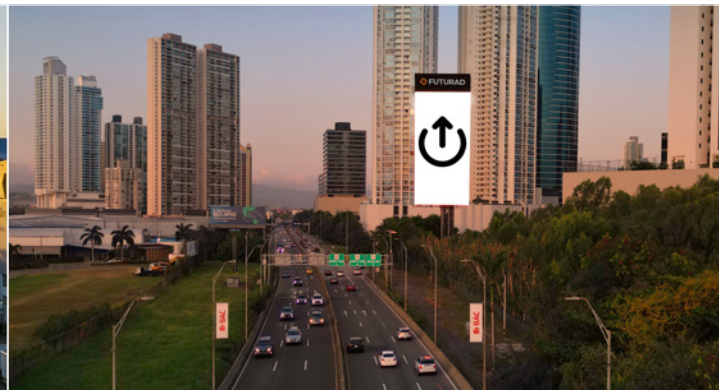
Use marketing solutions.
Create branded experiences.



3D effects



3D effects, also called anamorphic effects, on billboards create illusions of depth and realism from specific angles, using forced perspective to engage viewers.



Real-time recognition



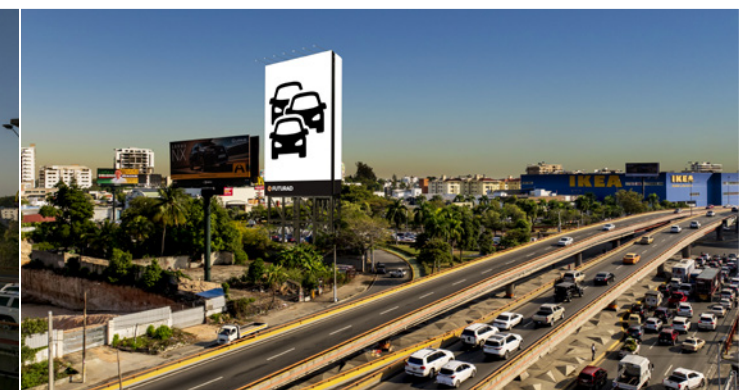
Real-time recognition for digital billboards uses AI and computer vision to analyze attributes like demographics, emotions, and objects, adjusting content accordingly.



QR code campaigns



QR-code campaigns on billboards display QR codes directing users to online content, enhancing engagement, driving website traffic, and facilitating transactions, bridging offline and online marketing efforts that impacts impulsive behaviors and or purchase decisions.



Traffic measurement capabilities



Traffic measurement for outdoor billboards uses radar, video analytics, Bluetooth/Wi-Fi tracking, GPS/mobile data analysis, and traditional surveys to inform strategic placement and content optimization for effective advertising campaigns.



Geo-fencing



Form a virtual fence around locations you want to target. When someone steps inside this fence, they'll be added to your audience and will be eligible to see your ads.



Time sensitive campaigns



Time-sensitive campaigns for digital billboards create timely content around events or occasions, leveraging urgency to engage audiences and influence behavior effectively.



Real-time updates



Real-time updates for digital billboards enable instant content changes based on factors like time, weather, or audience demographics, enhancing ad relevance and effectiveness.



Photo sensitive sensors



Photo-sensitive sensors adjust outdoor digital billboard brightness based on ambient light levels, ensuring optimal visibility, readability, and energy efficiency in changing conditions.

ABOUT US

TALLEST. BOLDEST. LARGEST.

At Futurad, our mission is to seize attention, spark recognition, and foster immediate impact for major brands. We proudly own the largest digital outdoor billboard in Latin America and the Caribbean and, solidifying our position as the premier provider of customized advertising solutions. With a network encompassing 20 billboards in two countries, we reach a staggering 70 million customers daily, generating 2.1 billion monthly impressions and over 25.2 billion impressions annually.

Our comprehensive content management and distribution services extend across outdoor and indoor screens, catering to public spaces, and into retail and corporate environments. Futurad has been offering solutions in both Indoor and Outdoor DOOH for more than 15 years, and is a leader in outdoor and indoor digital screen advertising, content distribution and content creation. Futurad's trajectory is one of dynamic growth as we aim to expand our footprint throughout the Latin American region.

PROVEN
MARKET LEADING
SCREEN FORMAT

THE LED

MONTHLY
VIEWERSHIP
POOL

122M

YEARLY
VIEWERSHIP
POOL

1.467B

DOOH LOCATION
ADVERTISING
SURFACES FOR

**BIG
BRANDS**

REGIONAL
EXPANSION
PLAN INTO

7 CITIES



FUTURAD

Sales

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Phone: **+507 300-0488**

Offices

Futurad
Ciudad del Saber, Edif. 231
Panama City, Rep. of Panama
Weekdays 9am - 5pm (timezone: GMT-5)

Specialties

The largest iconic digital and static outdoor billboards in Latin America and the Caribbean, as well as digital signage for in-store retail and in-office corporate needs.