

A first for APG|SGA: ePanels in a 100” format make their European debut

APG|SGA is the first out of home media company in Europe to install extra-large 100” outdoor LCD ePanels, demonstrating its digital expertise and enhancing customer experience in the branding zone "Zurich main station Sihlquai".

APG|SGA is always investing to expand its pioneering digital network. It is the first ever out of home media provider in Europe to install ultra-HD ePanels with a screen size of 2.54 metres. The screens' amazingly vibrant colours and sharpness make the still and animated digital advertisements even more eye-catching for passers-by. Featuring the latest technology, the screens were developed in partnership with JCDecaux.

The 'Zurich main station Sihlquai' branding zone is the first place to have the panels installed: the 10 existing 80” screens along the Sihlquai passage were replaced with new 100” LCD screens. They display content synchronously and can be viewed in a line from all directions, providing our customers with an outstanding advertising presence. Starting today, they can be flexibly combined with other branding zones in SBB railway stations and enhanced with the full APG|SGA range. What's more, they can be booked programmatically.

"We're very pleased to have reached another milestone in digital out of home advertising with the installation of the first 100” iVisions in Europe. The connection to our programmatic advertising platform VIOOH also allows us to offer our customers the opportunity to control their campaigns efficiently and precisely by means of numerous data sources and algorithms", says Beat Holenstein, APG|SGA, Head of Marketing & Innovation and Member of the Management Board.

Information

Digital branding zones
Programmatic advertising
Full digital range

Contact

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About the company

APG|SGA, Allgemeine Plakatgesellschaft AG is Switzerland's leading out of home media company. Specialising in digital and analogue advertising media, and special advertising formats, it covers all areas of out of home advertising in high-footfall locations on streets, in railway stations, at points of sale and points of interest, in mountain locations, in and on public transport, and in airports. APG|SGA also offers mobile, interactive and promotional options, thus combining quality and tradition with innovation and a passion for inspiring people with the best communication solutions in public spaces. The professionalism of its more than 500 employees is appreciated by customers, authorities and the advertising industry. They maintain the screens and poster spaces with great care, technical skill, precision and consideration for the environment, in order to ensure successful advertising across Switzerland.