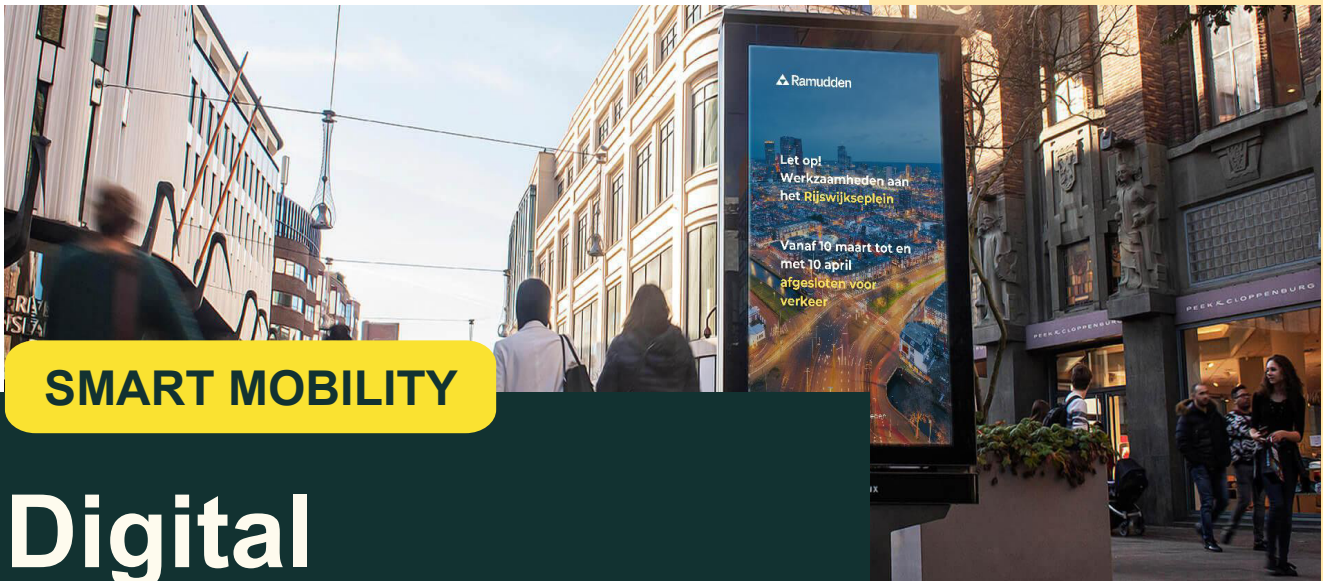




SMART MOBILITY

Digital screens

VISIBLE COMMUNICATION IN PUBLIC SPACES

In public spaces, people are constantly on the move: walking, cycling, using public transport or driving. In these locations, up-to-date and clear information is especially valuable. With our Digital Out of Home (DOOH) screens, we reach people at exactly the right moment and in the right place. This allows us to provide travelers, residents and road users with direct access to relevant information.

Digital Out of Home consists of digital screens strategically placed in public spaces: along roads, in supermarkets, at stations, in city centers or other busy locations. These screens display up-to-date messages that can easily be adapted to the situation at that moment.

Unlike static billboards, DOOH offers the power of dynamic switching. Messages can be tailored to time of day, traffic pressure, weather conditions or location. As a result, passers-by always receive information that is relevant to the here and now.

YOUR BENEFITS



TARGETED REACH

You communicate precisely where your target audience passes by, without them having to actively search for information.



CAPTURES ATTENTION

Large screens attract attention and stand out in busy environments. This helps your message resonate more effectively.



WIDELY APPLICABLE

Our screens — more than 10,000 in total — are located in places where your target audience is present daily.



MEASURABLE RESULTS

We can track how often specific visuals are shown and how many impressions they have generated.

Smart Mobility

This is how your DOOH campaign works in practice

ALWAYS VISIBLE

Our DOOH screens are located in places where the target audience is actually present. This means we reach not only drivers, but also cyclists, pedestrians, public transport travelers and visitors to busy areas.

While other channels depend on online reach or active search behavior, with DOOH the message is literally in the viewer's line of sight.

OUR APPROACH

1

Project information as the foundation

Together, we review the project and create a proposal for the screen locations and the corresponding message.

2

Setup and go-live

After processing (possible) feedback, we schedule the reporting and determine which visuals will be displayed on the screens.

3

Monitoring and optimisation

After going live, a dashboard is delivered showing the progress of the campaign.

4

Evaluation

Based on the previously delivered dashboard, the campaign results are reviewed after completion and the insights are discussed.

IN PRACTICE

In the autumn of 2025, roadworks took place on the Mechelsesteenweg in Willebroek. This first phase of the works caused accessibility issues and reduced reachability for surrounding businesses and healthcare providers. For local practices, such as a physiotherapy clinic, it was essential that patients could still attend appointments.

Through proactive communication via digital screens in the direct area, visitors and residents knew what to expect.

Good accessibility

Local businesses remained reachable and the number of missed appointments stayed minimal. This became clear from the experience shared below after the project ended.

Experience

The owner of the local physiotherapy practice said the following:

"The information shared via the digital screens was very effective. Patients knew that they could still reach the practice, even during the works. Without this proactive communication, the economic impact would have been much greater."

WANT TO KNOW MORE OR GET STARTED RIGHT AWAY?

Our Smart Mobility specialists are happy to help you further.

Contact us via smartmobility@ramudden.nl