



Etulipa's

revolutionary display technology can lift the ban on digital billboards. Etulipa has developed colour displays that reflect sunlight, just like paper. The etulipa solution results in digital billboards that use less than 1W/m² and are

therefore much more energy-efficient than equivalent LED-based billboards. That means significant cost savings for owners, minimum light pollution, and a cleaner environment.

[Click here to watch the video clip \(2.5min\)](http://www.youtube.com/watch?v=7u-Za-X7JsY)
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Etulipa strongly believes that a reflective display technology mitigating the disadvantages of LED billboards and video wall displays (e.g. light pollution, energy efficiency and drivers safety) has enormous potential and will strongly contribute to the further growth of the outdoor digital advertising market.

3 key technological innovations

At the heart of etulipa digital billboards are three key technological innovations:

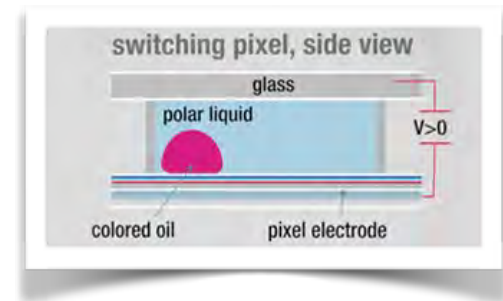


Color that reflect sunlight just as paper

Displays made up of cells containing three layers of colored oil (cyan, magenta and yellow) mimicking the method used in color printing. And the colors are brighter than any other color ePaper.

A revolutionary display technique called electrowetting

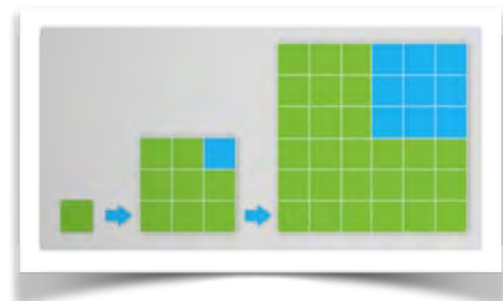
Electrowetting relies on the surface tension of the liquids and uses a low, applied voltage



to cause the oil to spread or contract. The small electrical currents needed make these displays highly energy efficient. Depending on the color required, the different oils can be switched on or off, forming various combinations.

The Seamless Digital Tile concept

The third innovation – the Seamless Digital Tile concept – then comes into action.



It enables tiles to be combined seamlessly, enabling very large billboards to appear as one piece.

Discover more about the etulipa digital billboard. Visit our website or contact us at:
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