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Setting the Context

Regardless of size or orientation, hoardings or billboards can lay claim to grasping the maximum amount of attention.



Setting the Context

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Issue...

It will be a cruel summer for the Rs 225-crore outdoor advertising industry in the country's commercial capital, with the Maharashtra Electricity Regulatory Commission banning glow-sign hoardings, kiosks and neon signs in peak evening hours between 5 pm and 11 pm for three months.

Shankar Shetty, vice-president of outdoor agency Primesite, said, "Without illumination on the hoardings, the visuals do not create the desired impact. Mumbai is the only city in India where unique concepts of morning and evening sites exist due to traffic movement. While the morning sites will not be impacted, the evening ones will suffer over 50 per cent visibility loss." This will lead to increased demand for morning sites while there will be hardly any taker for the evening sites. Outdoor ad agencies are set to witness a 20-25 percent fall in revenue because of this. Besides, ad rates will also fall.

Opportunity?

Over 3,000 billboards dot Mumbai. ***The cost for an illuminated site ranges from Rs 30,000 to Rs 11 lakh per month depending on the location, traffic and visibility. Said Kabir Luthria, director, Kino Advertising, "I think it is immature of the government to do this. Every business utilises power and why should only the outdoor industry suffer?" Mohammed Reza, head of M'Cons Advertising, said the blackout for hoardings would trigger a boom for mobile hoardings as they ran on electricity generators - "Mobile hoardings should see a 25 percent rise in bookings as they will not be impacted by the power shortage." A mobile hoarding today costs about Rs 3,25,000-Rs 3,50,000 a month.***

Besides glow signs, lighting on heritage buildings have also been banned by the authorities to save power. "Hoardings and neon signs use only around 15,000 units of power every day, around 0.5 percent of the city's total consumption. How will that help the government tide over a 275-Mw daily deficit," asks Altaf Roopani, president of the Mumbai Hoarding Owners' Association.

The blackout will also take the sparkle away from the famed Queen's Necklace on Marine Drive.

DESIGN AND SIZE

Size of hoarding along the various roads shall be governed by the following table.

Road width range (in Mts.)	Height of Hoarding (width)	Maximum length of hoarding
a) National Highway & roads more than 50 Mts. in width	3 Mts.	6.00 Mts.
b) 20 Mts. to 50 Mts.	3 Mts.	4.50 Mts.
c) 10 Mts. to 30 Mts.	2 Mts.	3.00 Mts.
d) Less than 10 Mts.	1 Mts.	1.50 Mts.

Advantages of solar powered hoarding

- **No Trenching or Trench Wiring**

Because the I-Sign is a completely standalone, self-contained Billboard Lighting System, you do not need to pay the additional costs of digging trenches for your underground wiring.

- **Land Usage Rights** – With no need for external wire connections, etc, the I-Sign allows you, the outdoor advertiser to provide consistent, affordable lighting to your billboard locations without the need to negotiate with property owners to use their property for underground wiring and landscaping.

- **No Electric Meter** – With the I-Sign there is no need to meter your Billboard Lighting System. This means you save the cost of purchasing and installing a meter, and the electrical connection fees.

- **No Electric Usage and Demand Charges** – Because the I-Sign is entirely Solar Powered, you do not need to pay for electrical usage.

Tata BP Solar - solution



Lighting

- Distributed lighting system for uniform spread of light
- Use of high efficient (>100lumen/Watt) LED's

Power saving

- Low power density : 2W/sqm compared to 60W/sqm of halogen lamp
- Power and cost efficient compared to LED back-lit hoardings

Life

- Scalable design concept
- Water-proof luminary (IP55)
- Long life (>50000 hrs) for the lamp
- 10 years warranty for solar module

Fit & Forget

- True stand alone solution
- Automated operation
- Long life and reliable solution

Ease of Installation

- On-site conversion to solar hoarding thru' Retrofit for LED luminaire.
- Concealed wiring – thru retrofit ensuring no damage to wires
- Solar module with 360 deg rotatable mounting arrangement
- Battery and electronics supplied with rain and weather -proof enclosure



The concept is scalable to larger hoardings like 10' x 20' ; 15'x30' etc



Hoarding Size (ht x width)	4' x 8'	10' x 20'	15' x 30'
Module	40Wp	165Wp	2x165Wp
Battery	12V, 30Ah	2 nos, 12V- 75Ah	4 nos, 12V- 75Ah
Lamp	LED @ 100lm/W	LED @ 100lm/W	LED @ 100lm/W
Retrofits	2 nos	10 nos	14 nos