



Binology SmartCity Bin urban street advertising media



New kind of urban street advertising structure

Lack of urban advertising surfaces.

Nowadays there is a considerable lack of street advertising surfaces in big cities.

SmartCity Bin is conceptually relevant for installation in high foot traffic areas and can be used as an additional advertising media to reach the targeted audience.



SmartCity Bin 120 Outdoor

Branding:

- any RAL color painted
- street vinyl four sides wrap



SmartCity Bin 120 Outdoor

Side advertising surfaces:

Two sides 1440x580 mm LED light box allows changing posters fast, without main door opening.



SmartCity Bin 120 Indoor

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Built-in 43" 1920x1080 (Full HD) resolution video panels allow you to broadcast commercials in 24x7 mode.

Both sides built-in 20W speakers make it possible to broadcast ads with clear sound.

- Optional features:
- Wi-Fi hotspot
- remote advertising management
- Wi-Fi radar helps to gather the audience at the location and motivate people, for instance, to visit the advertised institution by sending push



Urban objects emplacement



Residential compound with outdoor space and education facilities.



Urban streets with a high volume of foot traffic.

Recreational areas, parks, squares, and embankments.

Any crowded urban venue is a place where municipal waste is generated. These locations require new approaches to waste management and at the

Urban transport infrastructure hubs: metro stations, airports, railway stations and bus stations.



Shopping centres, exhibition centres, and business centres.

