

SiteLight

We make your
construction site shine.



umdasch
group



What is SiteLight?

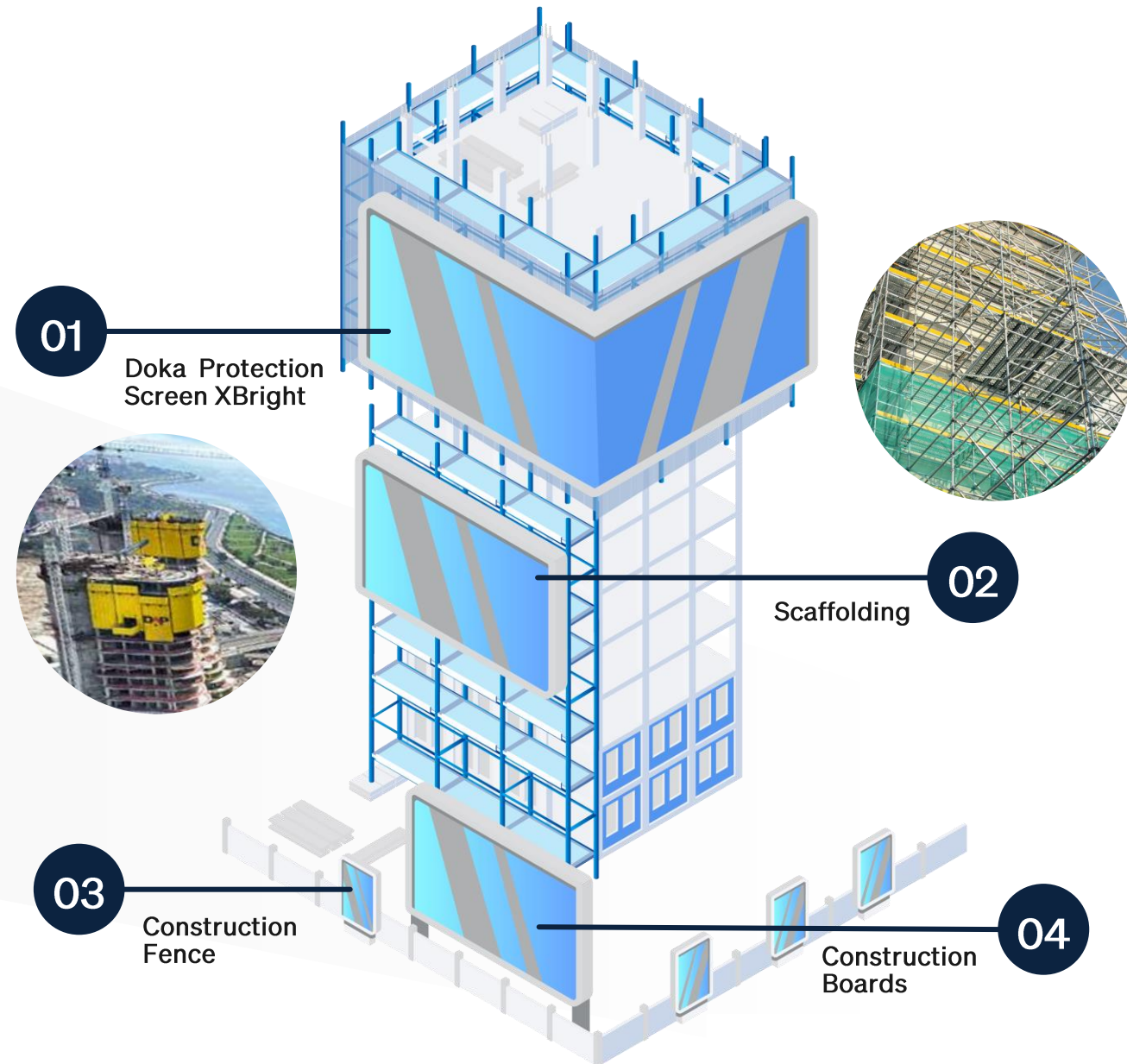
Construction sites at attractive, highly frequented locations offer a **huge potential for advertising** which is still untapped.

Digital technologies turns the following touchpoints construction sites into illuminated advertising spaces.

1. LED screens at the Doka Protection Screen.
2. LED screens on AT-PAC scaffolding.
3. LCD screens at construction fences.
4. LCD screens at construction boards.

SiteLight generates **additional values**.

- Real estate owner & developer use SiteLight for their real estate marketing.
- Airtime can be sold to marketers to **generate additional revenues** for owners & developers during construction



Reference | bauma München 2022

Use Case: Scaffolding Tower
Installation year: 2022
Size LED Screen: 120 m²
144 yd²
Location: Germany | Munich



Reference | Conexpo Las Vegas 2023

Use Case: Scaffolding

Installation year: 2023

Size LED Screen: 51 m²

61 yd²

Location: USA | Las Vegas



Reference | Pilot Project Izmir 2023

Use Case: Protection Screen
Installation date: 2023
Size LED Screen: 86 m²
103 yd²
Location: Turkey | Izmir

Links:

[SiteLight Video](#)

[Drone Shooting by Night](#)



Reference | World of Concrete 2024

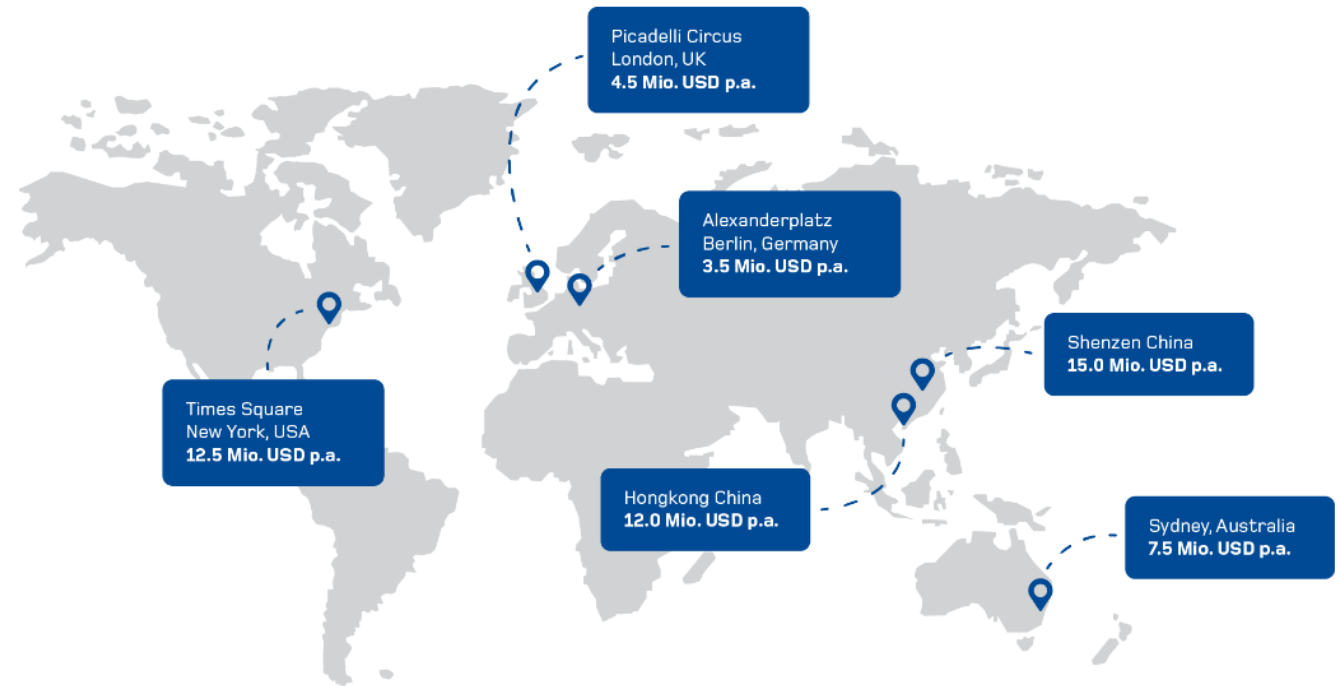
Use Case: Scaffolding
Installation date: 2024
Size LED Screen: 2 x 12 m²
2 x 14 yd²
Location: Las Vegas



Digital Out-of-Home (DOOH) with SiteLight

Commercial Potential: Generate additional revenues during construction

- **Digital-Out-Of-Home (DOOH)**
is a digital, outdoor marketing channel where promotional media is displayed on video walls in public spaces.
- **Construction sites provide various opportunities to generate revenues by offering the space to advertisers and brands.**
- **High market potential**
The global DOOH market is expected to grow from \$18.80 billion in 2020 to \$58.67 billion by 2031.”



Financial potential of advertising spaces

Sitelight – About the innovation

Status of the various touchpoints

01 Doka Protection Screen

Solution available.

Product finalized and proven.

02 AT-PAC Scaffolding

Prototype developed.

Product available for pilot sites.

03 Construction Fence

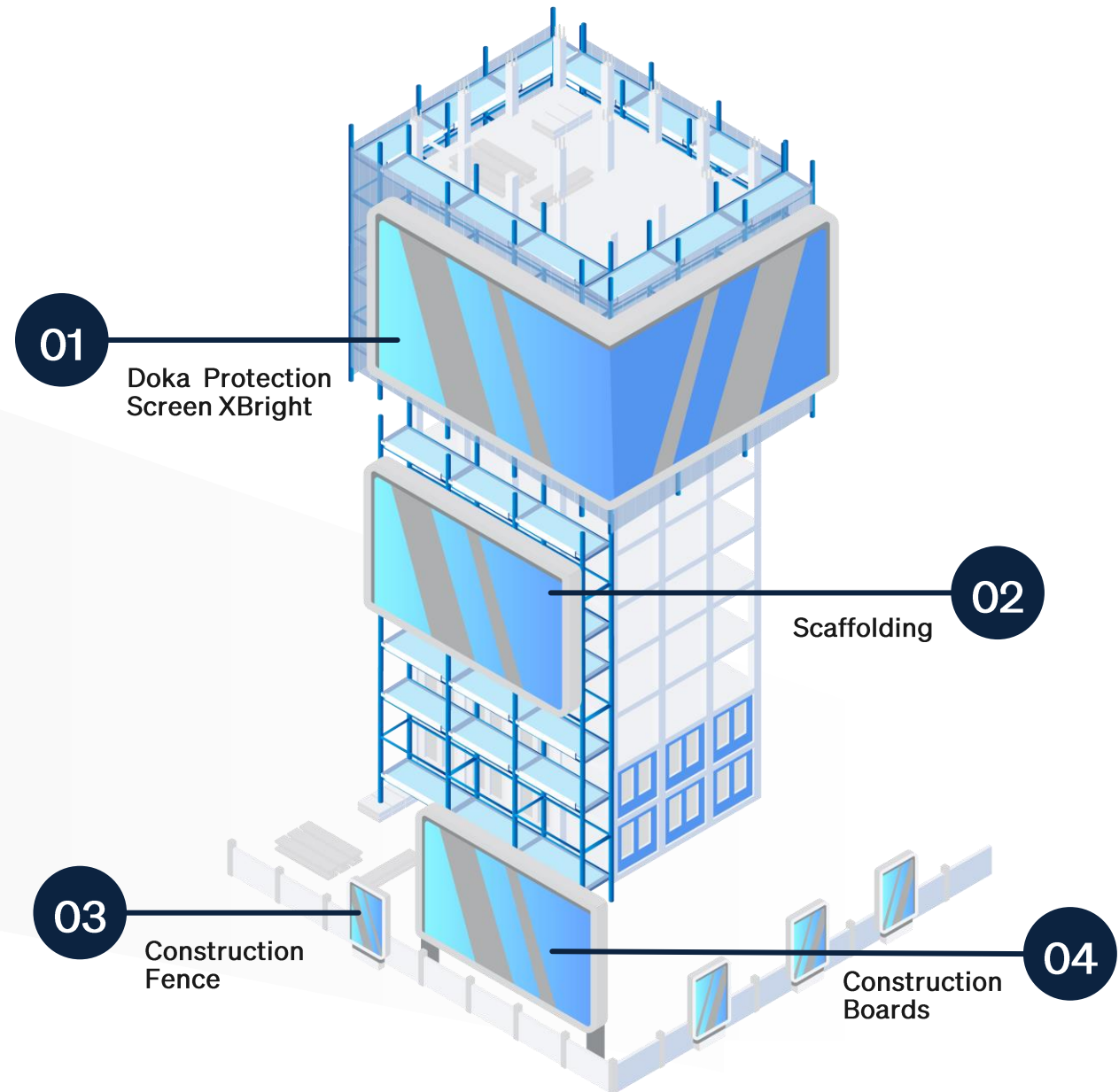
In development.

Individual projects possible.

04 Construction Boards

In development.

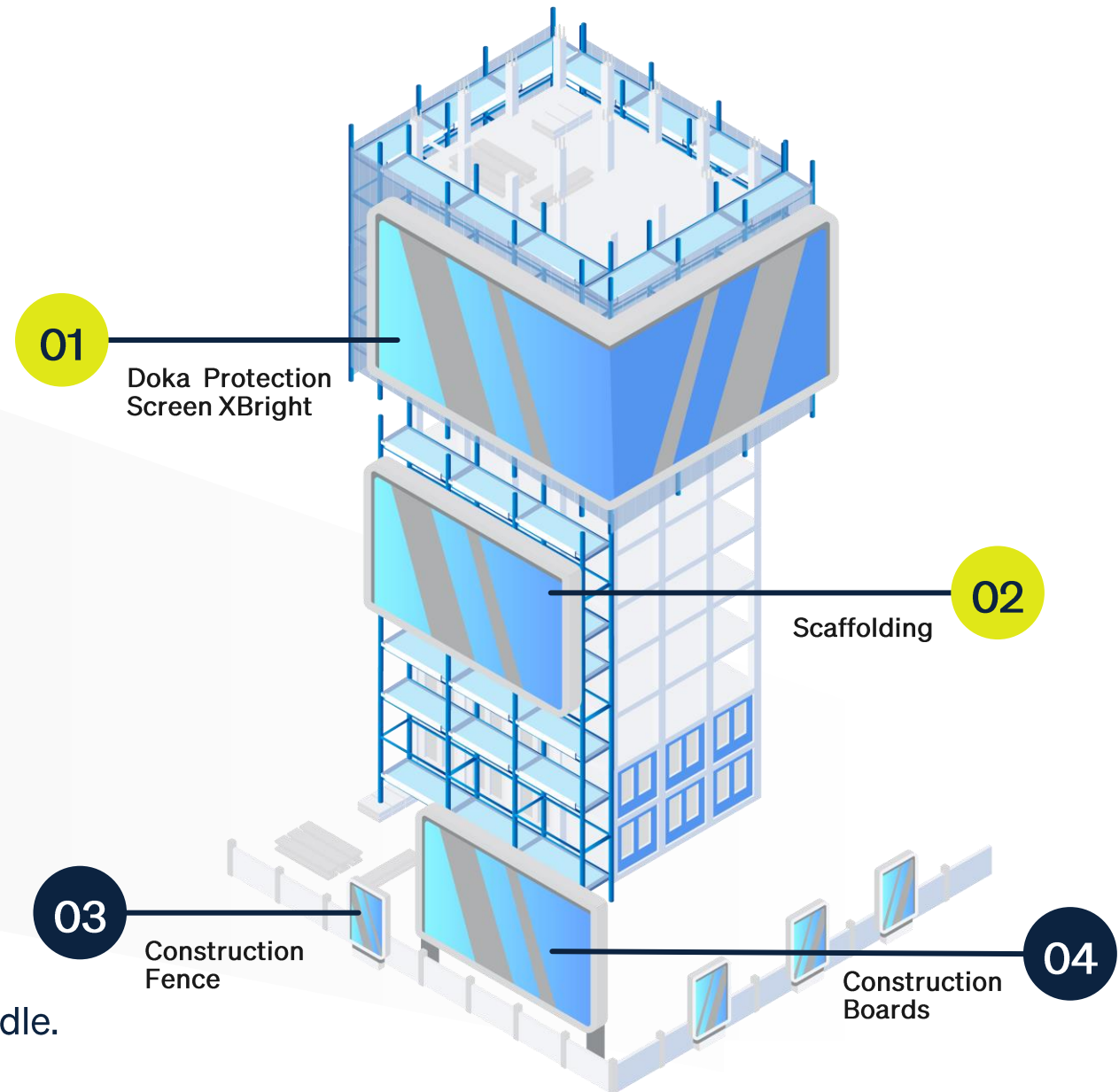
Individual projects possible.



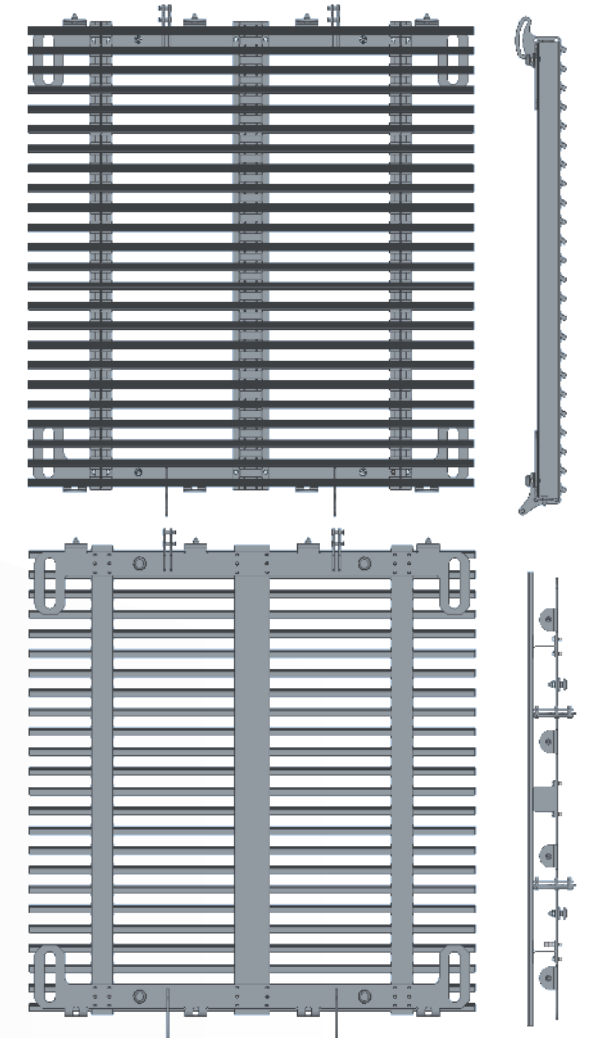
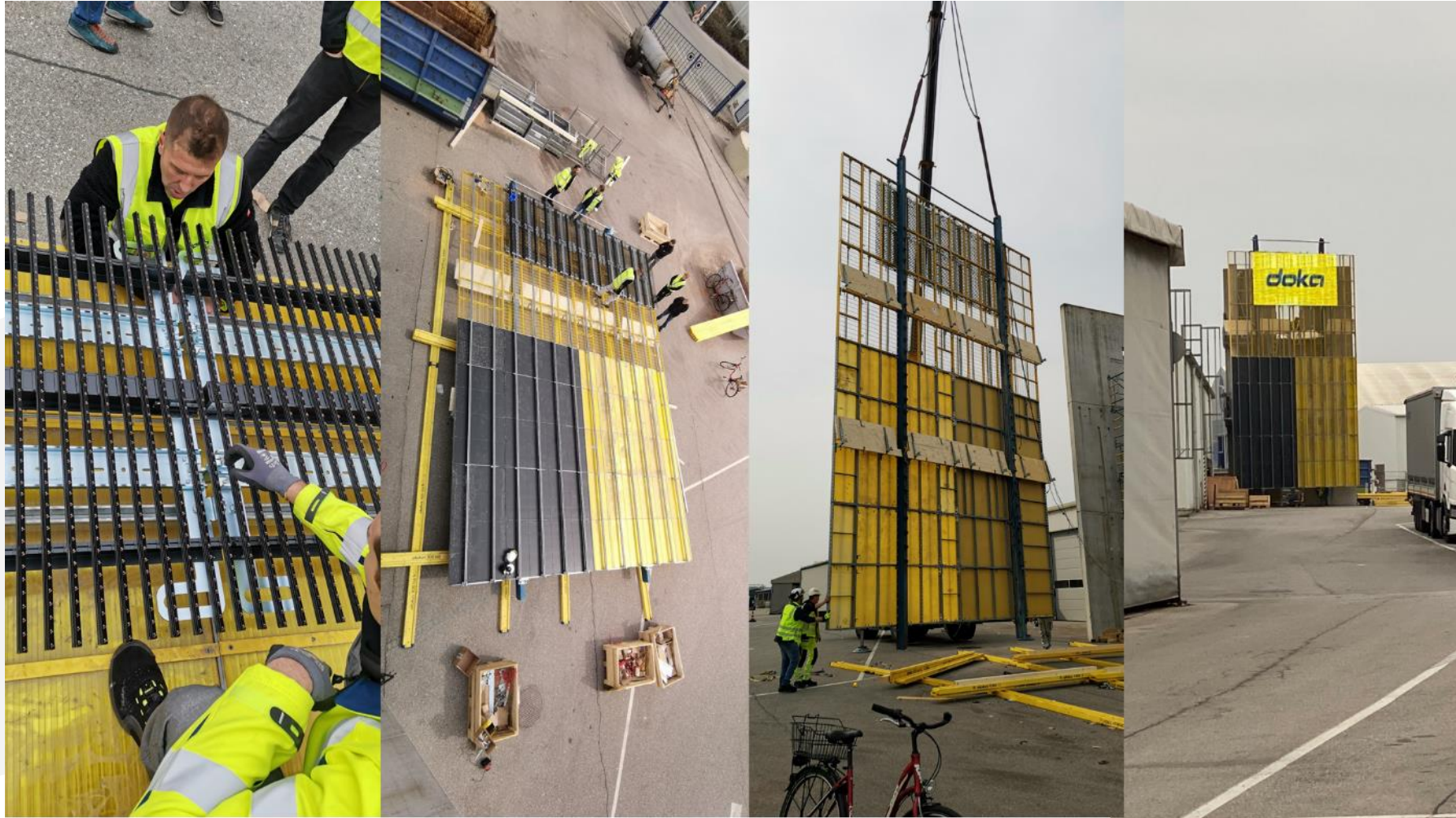
Sitelight Technology

01 Doka Protection Screen & 02 Scaffolding

- DIP LED Technology
- Brightness: >6000 nits
- Dimensions per LED panel: 1,2m x 1,2m (4ft x 4ft)
- Pixel Pitch Protection Screen: 25mm x 50mm (1" x 2")
Pixel Pitch Scaffolding: 12,5mm x 24,0mm (0,5" x 1")
- Power consumption: Average 135 W / LED panel.
Energy-saving features.
- Modular and easy-to-install mounting system engineered by doka to fix LED screens on formwork and scaffolding.
- Provision of **digital content** via a cloud system.
Dynamic and programmable video playlists, easy to handle.



The LED Technology for Protection Screens



About Umdasch Group

Expertise in Construction, Engineering & Digital Advertising.



Umdasch Group
Ventures



Engineering expertise to
operate LEDs on formwork.
World-wide support.



Digital Signage
competence.
Marketer network.

1.79
billion € consolidated turnover 2022

8,700
employees
worldwide 2024

60
countries

1868
year of foundation



Summary

Shine with SiteLight

- Digital-Out-Of-Home Market is growing fast.
- High and untapped potential of digital advertising at construction sites.
- Doka and Umdasch Group own the competence to install and operate LED screens on construction sites.
 - High impression and attention.
 - 24/7 dynamic and live content.
 - High-quality content.
- Doka and Umdasch Group support real estate owners and developers in selling airtime to marketers to generate additional revenues during construction.
- SiteLight adds additional features and values to formwork and scaffolding.



Want to know more about SiteLight? Do you have a potential project?

Get in touch with our experts.



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