

Digital Out of Home Media

Digital Out-of-Home (DOOH) media, like EOS Linx EV charging station displays, delivers targeted, real-time messaging through dynamic formats that captivate audiences. With DOOH revenue projected to reach nearly \$21 billion by 2028, it's a powerful tool for impactful marketing.

(Eskimi. (2024). The State of Digital Out-of-Home Advertising in 2024)

BENEFITS of EOS DOOH

INCREASED
SALES AND ROI

DRIVE FOOT
TRAFFIC TO
BUSINESSES

REAL-TIME
CONSUMER
DATA

INCREASE
BRAND
AWARENESS

Saturate and Own A Leading Marketplace

EOS displays allow advertisers to tailor messages to specific demographics, locations, and even the time of day. The advanced technology enables precise audience targeting and strategic, data-verified, high-traffic areas to provide maximum visibility and impact.

EOS' robust measurement and analytics capabilities provide valuable insights into campaign performance, enabling advertisers to track results and optimize ROI.



CHARGE YOUR LIFESTYLE

DIGITAL DISPLAY

75" 4K LCD Screen

SCALE

200+ SCREENS

in 16 Markets

REACH

60M IMPRESSIONS

Every Month

BUYING

DYNAMIC PRICING

At Market Rate

- Maximize Consumer **Reach**
- Inventory equates to **Revenue**
- Designed to existing **DOOH Standards**
- Rapid placement through **Automation**
- Exceeding **Quality and Reliability** SLAs needed to secure business



The **Aurora™** was built to offer the first fully integrated network of smart engagement technology and has modernized the way businesses connect with consumers. EOS' Aurora™ offers both digital and traditional out-of-home marketing spaces on and below the display screen that use solar energy, backup battery and a robust power management system.

INTERFACE & COMMUNICATION

Display	Dynamic LED
Authentication	RFID/ISO15118
Meter	ANSI C12.20 Compliant.
External Communication	WiFi
Internal Communication	OCPP 1.6J
Firmware Updates	Over-The-Air

STRUCTURE

Overall Dimensions	(LxWxH) 102" x 22" x 164" (w/ Solar Canopy).
Solar Canopy Dimensions.	(LxWxH) 172" x 126" x 19"
Weight	+/- 4,275lbs (assembled)
Wind Rated	Up to 115mph

EV CHARGER SPECIFICATIONS

Charging Mode	Level 2 (AC)
Cable Length	18' Standard / 25' Optional
Enclosure Protection	NEMA 4X
Cooling Method	Natural
Operating Temperatures	-40°F to 122°F
Humidity / Altitude	< 95% (Non-Condensing) / ≤ 2000m

POWER

Input Rating	208/240VAC
Frequency	50Hz/60Hz
Output Current	80A/48A/40A available
Output Power	11.5kW @ 48A or 9.6kW @ 40A
Recommended Breaker Size	60A breaker @ 48A current 50A breaker @ 40A current