

CASE STUDY | OUTFRONT Media

THE CHALLENGE

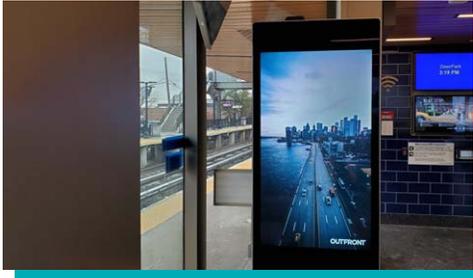
Gone are the days of paper billboards. Digital signage with remotely configured content is here. In a typical system, each cluster of signs is connected via Wi-Fi to a nearby router that communicates back to a control center over the LTE network. Advertisers pay for a schedule, and with content being managed real-time, loss of connectivity is not an option. The Wi-Fi antennas used on the signs must be robust and weather resistant, require no servicing, and have a small footprint to mount on relatively thin signs. Initial installation with tight schedules is also a challenge. Short lead-times are required to avoid multiple trips to the installation site or delaying “go-live” dates. Additionally, custom cable lengths are required by installer to ease installation and maximize signal quality.

THE CUSTOMER

OUTFRONT Media is a leader in Digital Out of Home (DOOH), operating hundreds of billboards and transit displays across the US and Canada. OUTFRONT Media is partnered with dozens of Transit Authorities in the US with revenues exceeding \$1.5B. OUTFRONT Media specializes in bold, unmistakable canvases that are seen by 7 in 10 Americans each week.

The logo for OUTFRONT Media, featuring the word "OUTFRONT" in a bold, sans-serif font with a purple diagonal line through the letter "T". The logo is centered within a white circle on a dark blue background.

OUTFRONT



THE SOLUTION

OUTFRONT Media determined the Airgain M2MAX would be the ideal connectivity solution for the sign mounted antennas. The Airgain M2MAX is a rugged outdoor antenna designed specifically for Machine to Machine (M2M) applications. This antenna provides best in class performance providing high gain dual band Wi-Fi antennas in a single robust and compact housing, shipped with customer defined cable lengths.

THE OUTCOME

OUTFRONT Media's systems maintain solid connectivity using Airgain's high performance antennas, resulting in a stable and reliable system. Additionally, installation rollouts are smoother and stay on schedule due to Airgain's configurable offerings and short lead times. This is a win-win combination for OUTFRONT Media and their customers.

"Working with Airgain is a great experience. The performance of their products and ease of installation, combined with short lead times, drives a successful business model for OUTFRONT. Our customers depend on us to maintain uninterrupted advertising schedules reaching millions of people daily. Airgain ensures we deliver our product on-time and without interruption."

- Hank Anderson, Lead Platform Operations Engineer, OUTFRONT Media