DIGITAL SCREEN BOARD
PROPOSAL

Date : 9/27/2015

Apex Nepal Pvt. Ltd, an advertisement friendly company with an address at Bansbari, Kathmandu, Nepal (hereinafter also referred to as “Apex Nepal” is pleased to provide this LED Digital Screen Board proposal to [ABC Company], with an address at [COMPANY ADDRESS] in support of ABC Company’s #Digital Advertisement# project.

By the signature of Apex Nepal’s authorized representative hereunder, this LED Screen Digital Board proposal constitutes Apex Nepal’s formal offer to provide the services and/or deliverables described herein on the terms and conditions described herein.

This #LED Digital Screen Board# project proposal will be valid for a period of [NUMBER OF DAYS] days following the date first set forth above.

Business Development Officer
Apex Nepal Pvt. Ltd
Bansbari, Kathmandu-3
ABOUT US

Incepted in 2012, Apex Nepal Pvt. Ltd is a cutting edge company established to cater the need of growing digital technology in country especially in the field of LED screen technology. The company is registered in the office of the company registrar of Nepal on 13 March 2012 (Company registration number 91392/068/069). The Company’s registered address is Kathmandu Municipality, ward no. 5 with Permanent Account Number (PAN) having 600541921. The company has been registered with the objective to harmonize the advertisement and distribution system through hoarding boards remaining within the purview and long term objectives of ‘Advertisement Board and Distribution Materials Monitoring Rule 2070’.

WHAT IS AN LED DISPLAY?

LED displays are large and bright screens made up of pixels. Pixels form an image and are a group of individual red, green, and blue LEDs (light emitting diodes). The demand of giant LED displays is increasing so that they match any location and can address large audiences from a few meters to hundreds of meters. Digital Screens or displays in larger sizes are more in demand to catch the eyes of larger audiences. It is only through LED displays where high quality brightness, color saturation and contrast all are uncompromised and fits any sort of environment and weather. LED displays come with multiple options to flexibility and specifications so as to fit any kind of business need.

USEFULNESS OF LED DISPLAYS

LED displays are highly ahead in terms of capability and performance compared to other display technologies like LCD or plasma. In today’s fast paced modern market, the need of larger screens that can attract larger audiences, e.g. malls of Sundhara are highly desirable so as advertisement of products is new and at the same time productive to pull in mass consumers. LED displays are available for larger screens without comprising high-brightness. The adaptability of LED displays is awesome and they have a whole lot of significances with them from its high energy saving feature to longer life-span and from multiple change-ability to eco-friendly quality. Their contrast ratio and resolution are significantly higher and they come with vivid colors.
The usefulness of LED displays does not rest only for the promotion of business and advertisement of products. It can also be used to announce or release information to public pertaining to social awareness, responsibility and recreational life. LED screens are significant example of outdoor media that is driven by the changes of lifestyle. Outdoor media have their unique value and cannot be replaced by other conventional media. With the increase of frequent visit to public spaces and shopping way of life, the seeds of LED screen boards yield certain distinct sum of fruits. With the adoption of LED screen, businesses are sure to thrive as there is high arrival rate and low cost per thousand people.

DETAILS ABOUT THE LED SCREEN

Apex Nepal’s LED displays comes with multiple choices in terms of screen size. From giant-sized LED displays to small and mid-sized screens, Apex Nepal meets the requirement of all sizes of business. Giant sized LED displays come with area of around 50 sq. meter. Generally, pixel pitch ranges from 4mm up to 20mm for indoor LED displays and for outdoor displays it may range from 10mm to 34mm or above.

The LED display brought by Apex Nepal is a high quality, life like, interactive, vibrant LED video display and arguably the biggest in Nepal. The giant-sized yet high resolution screen is most effective platform to advertise and represent your products. These sorts of screens leave a great impact upon the viewers to the level that their purchasing selection will be influenced by the video displayed and lasts quite a longer time.

Considering the plight of power-cut, the company will operate Digital LED display through soundless generator throughout the load shedding hours. Regarding the power requirement, each unit of LED screen requires around 15 KVA of electricity to operate the machinery. Spare parts and perfect maintenance team are available for prompt service. Also the LED screen will operate for 12 hours per day initially.
VIEWING EXPERIENCE AND EVENTS

The kind of visibility that renders ultimate entertainment and informative experience to the viewers will be mind-blending enough to last for long time. No matter the type of big venues, either indoor or outdoor, either day or night, impressive LED displays are perfect for large crowds. Efficient in energy, high contrast, extended color displays add magnificence and salability to any sort of event. Stroke with innovation, these LED displays come with flexible Content Management Systems that precede all other hi-tech communication platforms in today’s world.

IMPACT OF LED SCREEN DISPLAYS

The need for the change in the advertisement technologies has been realized with the increasing trend of modernization in the global world. Thus, ‘Apex Nepal Pvt. Ltd.’ wishes to provide all the services for the transition of the advertisement system based on the modern requirement remaining within the rule and regulation of Kathmandu Metropolitan City.

Giant LED displays are suited to almost any location and are used to address large audiences from just a few meters to several hundred meters. Displays provide unparalleled flexibility in size with wide viewing angles to inform and entertain large audience. The basic impacts of digital screen board advertisement system are summarized as below:

- Magnification of beauty throughout the vicinity.
- New practice of promoting and fostering of business and products.
- Establishment of unified advertisement system.
- Digital, comprising interactive videos and content
- Clean and Eco-friendly
- Along with advertisement, information and entertainment dissemination
BEST MATCHING LOCATIONS

On the premises of Kathmandu Mall lies an interactive LED video display by Apex Nepal. The impressive LED video display attracts many shoppers and visitors who spend their leisure hours and watch the screen enjoying their snacks or just hanging around. More to it, thousands of people walking on the sidewalks get attracted and see the display in a single day.

The large sized LED digital screen fits best for vicinity like City Center, Civil Mall, Sundhara Road and so on. It can be best utilized in spaces where traffic flow is high, pedestrians flow is greater, main pickup and drop area of public transport stations. It is estimated that the daily flow of one lakh viewers move through the distance around Civil Mall to Kathmandu Mall only. The total cost per viewer is loosely estimated to be ______.

ENVIRONMENT FRIENDLY

LED displays are eco-friendly. They add beauty in the environment as they are clean. Our LED screens have met the standard of Restriction of Hazardous Substances (RoHS) and have got certification from Ministry of Science, Technology and Environment.

CLAUSE

The service of LED displays will be interrupted only when there is power failure, ongoing maintenance and general strikes. Apex Nepal, from its side is always committed to uninterrupted service and does everything possible it takes to continue the service.

TARGETED CUSTOMERS

We have a long list of potential customers. As the scope of digital advertisement is on the verge of greater impact these days, its demand and use is increasing. Many industries are adopting this new technology in our part of world. Some industries that can better their businesses can be industries of paints, CG, Cement, Vehicles, Steel, Zinc Sheet, Smart phone, Electronics, Tourism, Airlines, INGOs, Shoes, Soft drinks, cosmetics, hardware, and any other consumer industry.
Memorandum of Understanding (MOU)
RATE CARD