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The Internet and online advertising has become the top and major competitor in the advertising industry while other advertising mediums are struggling to cope with changes not only in technology but also in the consumersâ€™ behavior patterns. Except for one medium that was able to withstand the test of time â€“ out of home advertising. Out of home Marketing And Advertising is any type of advertising that reaches the consumers outside their homes. It includes billboards and posters seen on roadsides and transit systems.

Now that digital media are improving based on quality and becoming more affordable, outdoor advertisers and outdoor Marketing And Advertising Agencies are replacing traditional print and paper methods with outdoor digital media. Spending on digital billboards and posters is even set to double over the next five years. And with this, even social media can be used as part of the outdoor digital advertising strategy. One outdoor advertising company has offered a free iPhone application called u snap which allows consumers to take a photo of a poster they are interested in and will be given extra product information, discount vouchers and directions to the nearest retailer. Thereâ€™s also potential for real-time advertising and location based marketing to present messages at the perfect time and place.

Outdoor digital advertising could also be used to determine the mood of consumers as they pass by so that the products shown in the advertisement will appeal to the consumer based on their mood. By the year 2012, DOOH networks will acquire and install emotion recognition software based on face-recognition packages. In addition, Near-Field Communications or NFC will enable customized messaging between digital signage and mobile devices which represents a long expected turn towards greater interactivity of digital media. This will allow marketers and advertisers to influence consumers with tailored advertising. This approach will also require a completely new level of advertising clips and messages that hypersensitive to the emotions of potential customers.

Outdoor digital media will soon be replacing traditional paper billboards and with these new technologies, it will allow better communication between the marketer and the consumer. The Centre for Future Studies report reveals outdoor advertising technology is going to be a lot more interactive in the near future with advertisers providing immersive brand experiences.

In the future there will be contextual advertising wherein outdoor digital advertising such as Taxi Cab Advertising will be able to adapt to specific real-life situations. There will also be multi-sensory advertising, personal preference profiles, gesture-based interaction, and advanced high-definition vending machines. Despite being the oldest form of advertising, outdoor advertising will probably be able to live on for a few more centuries.

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Billboard.

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