

# Mobile Outdoor Digital Screens (MODS)

*by Fiveways Municipal Vehicle Hire Ltd.*



**Sustainable digital advertising on the move.**

*Are you ready to transform your fleets into futuristic advertising machines?*

# Reach thousands daily. Ditch disposable ads. **Choose Fiveways' MODS**

Used successfully by numerous local authorities and private sector companies across the UK, Fiveways lightweight, 100% recyclable aluminium MODS are the dynamic LED advertising solution you've been looking for.

Eliminate waste from disposable graphics and captivate your audience with an unlimited number of eye-catching cinematic videos and images.

Displayed on the side of your (electric or diesel-powered) trucks, Fiveways' MODS enable you to communicate whatever message you choose – from alerting local residents to changes to their refuse collections to spreading some cheer by advertising the local pantomime or music festival.

## Benefits

### Data-Driven Optimisation

Use Fiveways' software to generate helpful data metrics (such as how often and how long specific content is viewed) to provide you with a clear picture of your ads' performance.

### Wide Audience Reach

Given that the average daily refuse vehicle collects from some 1,300 households, it's easy to see how Fiveways' MODS have the potential to be seen by thousands of people every day.

### Cost-Effective

For the price of a single removable graphic board per month, MODS offer you the opportunity to display an unlimited number of captivating images or videos in real time.

### Easy Content Management

The user-friendly software of MODS enables you to quickly upload and schedule your ads. Full training is provided.

### Sustainable

Reduce waste created by disposable stickers and graphics boards and support your net-zero journey.

### Revenue Generating

Generate extra revenue by selling the MODS' advertising space.

### Interested?

To find out more about Fiveways sleek and sustainable MODS, please contact

[ledscreens@fivewayshire.co.uk](mailto:ledscreens@fivewayshire.co.uk)

**Sustainable Advertising. Powerful Results.**



# Sustainable Digital Advertising for a Greener Future

Fiveways' MODS offer you a revolutionary approach to advertising, combining powerful visual communication with a commitment to sustainability. Here's how MODS contribute to a greener future.

**Reduce Waste:** By utilising dynamic LED technology, Fiveways' MODS allow you to showcase unlimited eye-catching videos and images. In doing so, they replace the need for, and waste created by, conventional graphic boards and other ephemeral print media such as flyers, brochures, and posters.

**Made from 100% Recyclable Aluminium:** Each MODS unit is built with lightweight, fully recyclable aluminium. Unlike many traditional display systems made from non-recyclable materials, MODS can be recycled at the end of their long lifespan (approximately eight years) through authorised WEEE (Waste from Electrical and Electronic Equipment) centres. This ensures responsible waste management and reduces reliance on raw materials.

**Offer Economical and Sustainable Solutions:** Sustainability goes beyond just environmental impact. Fiveways' MODS are available for either purchase or rental – making them economically accessible to your organisation. Additionally, they can generate revenue by partnering with local businesses for screen advertising, creating a self-sustaining – and sustainable – model.

**Smart Design, Minimum Environmental Impact:** MODS durable design ensures long-lasting use with easily replaceable individual panels. Their lightweight construction minimises their environmental footprint during transportation.





**The MODS' specifications include:**

- ★ a cabinet weight of 45kg m<sup>2</sup>
- ★ a maximum screen size of 3.75m x 1.25m
- ★ a 3.9mm resolution pixel pitch
- ★ a cabinet resolution of 307,200

And Fiveways' MODS can, of course, be fitted to electric vehicles. Furthermore, the screens are wired to the ignition so there's no drain on the vehicle's battery.

So, if learning about Fiveways sleek and sustainable MODS has inspired you, please contact [ledscreens@fivewayshire.co.uk](mailto:ledscreens@fivewayshire.co.uk) to find out how they can help your business.





## Measure, Monitor, Maximise.

Fiveways' MODS software offers a user-friendly experience combined with powerful analytic tools, empowering you to create effective and measurable advertising campaigns.

### A User-Friendly Interface:

- ★ **Intuitive Uploading:** Easily upload images and videos in various formats (e.g. JPEG, MPEG) in 10 clicks.
- ★ **Flexible Scheduling:** Set precise parameters for ad duration, days of the week, and times of day to optimise your campaign.





1 POTATO, 2 POTATO  
SURE YOU NEED MORE?

CHOOSE  
WHAT  
YOU'LL USE



#### Powerful Analytics:

- ★ **Proof of Play Reports:** Track the exact duration that an advertisement runs for accurate performance measurement.
- ★ **QR Code Tracking:** Monitor screen engagement through QR code scans, providing valuable insights into audience interaction.
- ★ **Content Performance Analysis:** Identify top-performing campaigns based on viewership frequency and duration, enabling data-driven optimisation.
- ★ **Informed Decision-Making:** Leverage data metrics to make informed decisions and refine your advertising strategies.

To find out more about how Fiveways' MODS can help your organisation please contact [ledscreens@fivewaysire.co.uk](mailto:ledscreens@fivewaysire.co.uk)





## Your Powerful Communication Tool

Fiveways' MODS offer a versatile and impactful platform to help you reach your audience, drive engagement, and achieve your campaign goals.

**Community Outreach:** Inform residents about local initiatives or public events and meetings. With each vehicle covering some 80km and operating for approximately eight hours a day, your advert is guaranteed to be seen by thousands of people.

**Recycling and Waste Messaging:** Provide residents with recycling performance updates and other council key performance indicators, deliver reinforcement messages on what can and cannot be recycled, publish reminders on collection days as well as any forthcoming services changes.

**Business Promotion:** Advertise the products and services of local businesses to a targeted audience.

**Government Messaging:** Reinforce important government guidelines and initiatives, such as its introduction of Simpler Recycling.

**Emergency Messaging:** Deliver critical messages in real time, such as messages about service disruptions due to severe weather conditions, or other urgent government updates. For example, Hertfordshire based Welwyn Hatfield Borough Council successfully used the MODS during lockdown to reinforce the government's important, nationwide Covid-19 messaging.

**Safety Messaging and General Information:** Highlight National Highways campaigns, such as cyclist safety, the importance of wearing seat belts, driving in wintery conditions and UK extreme weather warnings such as flooding and fires. Transport disruption and delays, minimising further disruption on the transport network.

**Publicising National Events:** Recycle Week, National Apprenticeship Week, National Adoption Day, etc.





*“The digital screens create a fantastic opportunity to communicate with residents on a whole array of important topics.”*

**Rosy Vega**

Digital Communication Officer,  
Welwyn Hatfield Borough Council



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