

For immediate release

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## **MEDIA RELEASE**

**(Windsor, ON)** – Eliquid TV, a visual needs company, today launched Windsor's largest electronic billboard - a new and exciting advertising initiative – in the heart of downtown Windsor. Energizing the outdoor advertising market, **Eliquid TV** introduced digitally projected advertising in the City's centre.

Located at the Canada Building, 374 Ouellette Avenue, **Eliquid TV's** 37.2 square meter state-of-the-art LED (light emitting diode) display screen uses the latest technology to deliver high impact advertising right to the heart of Windsor's entertainment district.

The screen, featuring high-definition display and realizing breathtaking still and motion images, delivers "top of mind" awareness and "aided recall" offering dynamic outdoor advertising services including commercials, weather reports, traffic updates, as well as highlighting Windsor's charitable community. Creating Windsor's answer to Time Square and Piccadilly Circus, **Eliquid TV** is sure to become a well-known Windsor icon.

Offering the latest in visual technology with equipment brought in specially tailored to this project, **Eliquid TV** will run a client's campaign in the heart of downtown Windsor. This premier site ensures maximum brand awareness, extending the longevity of any campaign, allowing national strategies to be customized to locally targeted markets, and affording the client one of the best advertising mediums Windsor has to offer.

Drawing massive exposure to a wide cross section of the community with high disposable incomes, public transportation within close proximity, along with retail, residential & entertainment locations, the area is guaranteed a constant flow of foot and vehicular traffic.

"We're dedicated to using the most advanced technology to initiate new visions and approached to advertising, events and product. Eliquid TV combines a responsive and flexible display system with captivating, vibrant motion visuals to offer a new, innovative and dynamic visual communication service," said Lou Tortola, President of Eliquid TV.

**For further details, please contact**

Lou Tortola, President, Eliquid TV

(800) 561-7525