



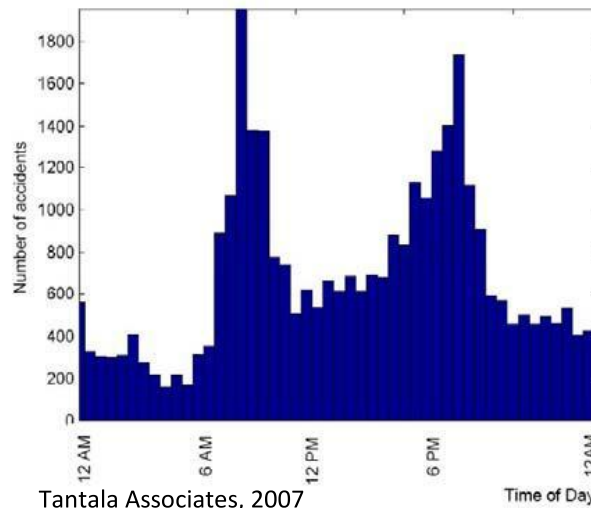
Outdoor Advertising Association of America

## Digital Billboards Nighttime

- The typical glance in the direction of a digital billboard at night is less than one second (.78 seconds). A federal study says the risk of accidents goes up with glances more than two seconds.

Virginia Tech Transportation Institute, 2007, 2006

- Most accidents occur during rush hour, not at night



- Light sensors on digital billboards adjust lighting to surrounding conditions; brightness is turned down at night. The industry code:

*We are committed to ensuring that the ambient light conditions associated with standard-size digital billboards are monitored by a light sensing device at all times and that display brightness will be appropriately adjusted as ambient light levels change.*

- Industry lighting standards for digital billboards are stricter than government standards for signs on the right of way. The industry's digital billboard lighting standards have been presented to the Illuminating Engineering Society of North America (IESNA), peer reviewed, and the findings published on the IESNA web site.