city

Visual
Communication
Expert

Company outlook 2017/2018

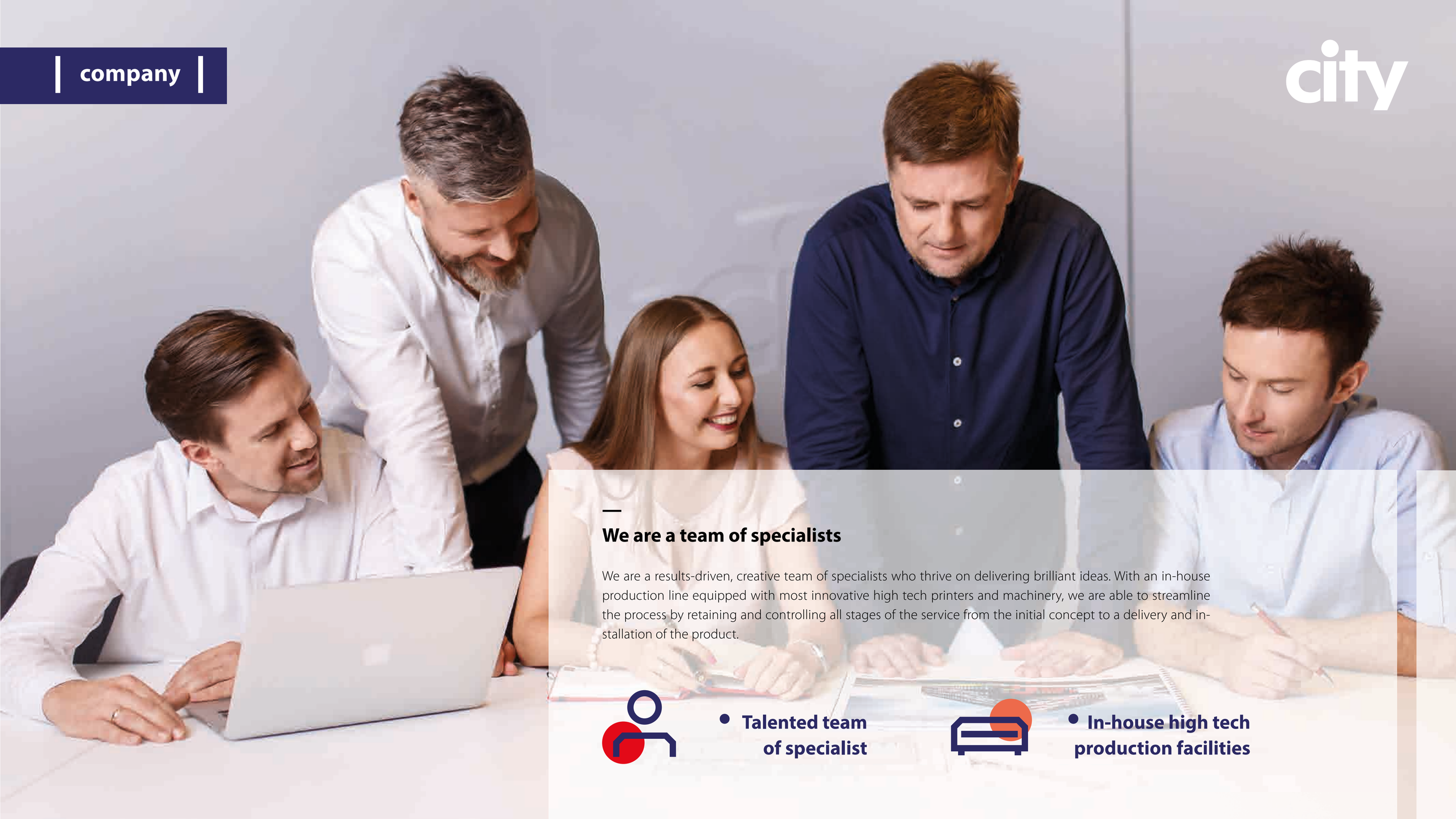
company

city

We create the world of communication

Communication changes the world like little else can. CITY can help you to communicate your message across the world. We live in a world of motion, where nothing is static and stakes for brands is an ability to navigate industry disruption, technology advances, market share and more. We know how to capture the kinetic energy that comes from a brand's story to create effective visual communication tools.

city



We are a team of specialists

We are a results-driven, creative team of specialists who thrive on delivering brilliant ideas. With an in-house production line equipped with most innovative high tech printers and machinery, we are able to streamline the process by retaining and controlling all stages of the service from the initial concept to a delivery and installation of the product.

- **Talented team of specialist**
- **In-house high tech production facilities**

experience

20
years of experience

70
experts
in our team

100
completed
digital signage
projects

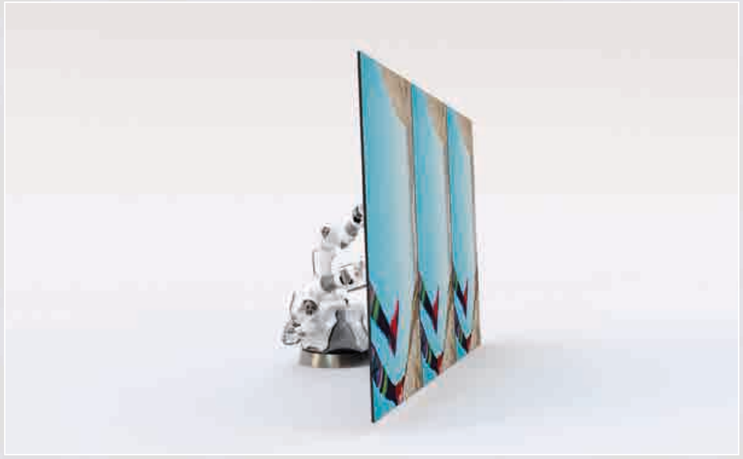
2 500
advertising
platforms

3 500
sq.m
of production
facilities

1000 000
sq. m
of printing materials
produced per year

Our experience speaks volumes

Numbers speak volumes. Whether it's campaigns or strategy, printed or digital we pride ourselves on the best client service and being easy to work with. We're trusted by our clients to listen and work through their challenges – finding innovative and smart solutions that get results. We provide our clients with solutions and initiatives that outgrow their expectations.



We focus on innovation

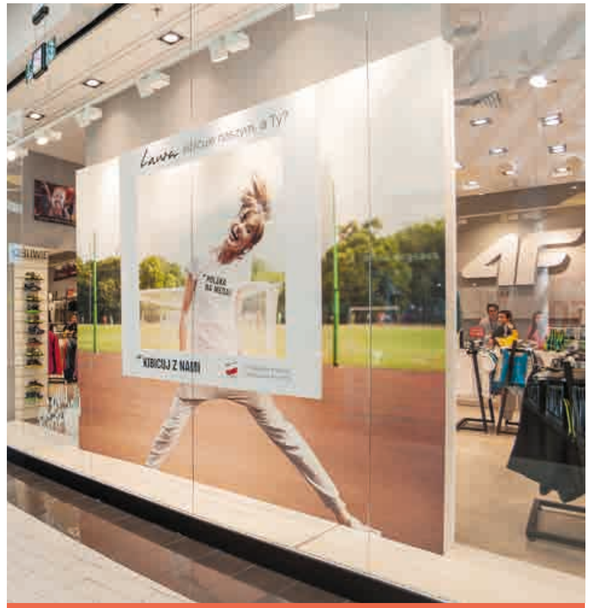
We are the pioneers of utilising newest tech trends in the visual communication industry. We were the first company in Poland to install high quality LED screens in the retail and leisure industries. We were the first company in Poland to introduce a digital point of sale terminal, based on the *lift and learn* technology. We adopt latest technologies and put cutting-edge techniques into practice.

- **pioneered installation of LED screens in Poland**
- **high tech digital terminals**
- **visionary designs and prototypes**

services

outdoor

- network of advertising media



instore

- tools and products supporting brands at the point of sale

digital

- digital tools supporting marketing and merchandise

print

- finest quality printing in wide range of formats and materials

outdoor

1 Network of advertising media

our
products

outdoor

- large format display spaces

- billboards

- directional boards

- LED screens

city

large format advertising

city

High visibility

Carefully selected locations guarantee successful advertising campaigns. CITY offers large format display spaces that are located in highly visible places, allowing clients to get the best exposure, and guarantee success. Each of our advertising campaigns makes an impact and defines the face of the city.

large format advertising

city

Prestigious locations

CITI focuses on developing the very best recognisable outdoor advertising. This means the best sites, in the best landmark locations, with highest visibility. Our portfolio of outdoor multi formatted display spaces provide clients with best locations and access to most desirable districts, unlocking desirable coverage and wider audiences.

large format advertising

55 large format display platforms

Our extensive portfolio offers clients advertising display spaces in superb premium locations around Poland's biggest cities. We offer both media with the highest advertising rates as well as full service of the implementation of advertising campaigns.

large format advertising

100 000 sq. m. of advertising area

We are highly visible and have immense impact influencing audiences on the advertising space. Our outdoor communication boards vary in format and size, ranging from 50 to 2 500 sq. m. in most prestigious locations. There must be a valid reason, why they say "CITY is visibly the best".

large format advertising

city

Millions of viewers every day

Large format advertising guarantees businesses to target and reach their audiences nearly everywhere. Images have proven to be great communication platforms, giving the advertiser a flexible and versatile way to communicate their messages to large number of customers on a grand scale. Large format makes large impact.

LED screens

Network of advertising LED screens

CITY's portfolio of state-of-the-art digital screens provides clients with best locations and access to most desirable districts across Poland. Our dynamic and attractive campaigns help clients to meet and engage with people when they are out of home.

Seasonal outdoor campaigns

We are proud to help businesses target and reach their audiences anytime and everywhere. We offer seasonal outdoor advertising campaigns, design to reach large number of audiences. LED's sunshine is the summer campaign offering clients access to large format advertising spaces in the eight seaside holiday spots in Poland. LED's snow offers clients access to large format advertising spaces located by the most popular ski slopes in the south of Poland.

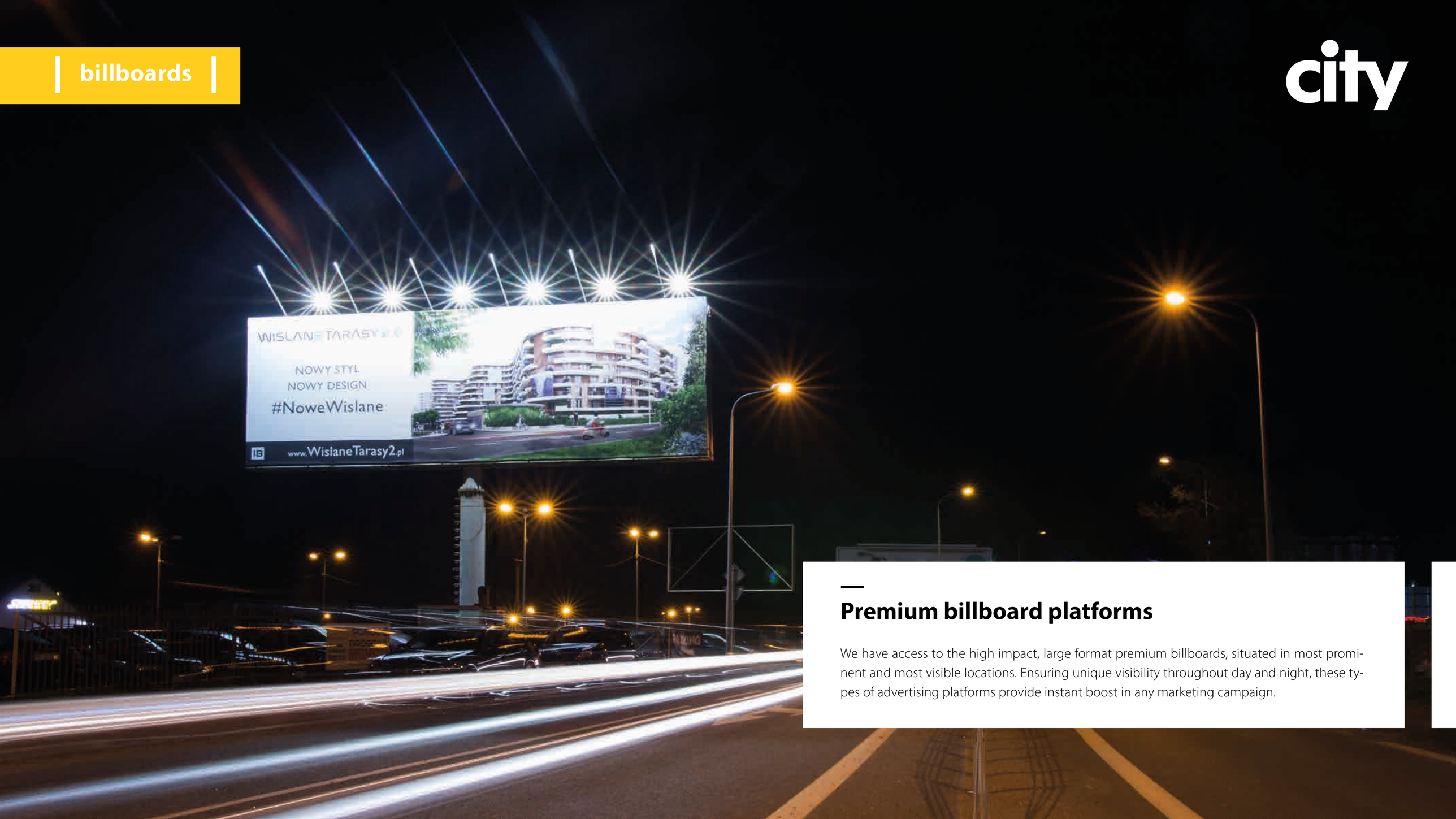
Mobile advertising platforms

Festivals, exhibitions, concerts or large festivities can give an excellent opportunity to enhance the city's image. We actively support these events by providing mobile advertising platforms called advertising display cubes and place them in designated areas across the city.

Stands, totems, banners and flags

CITY are the experts in outdoor campaigns in public spaces. We offer wide range of products that help the advertiser to reach wide range of customers in often limited urban space. From banners, stands to posters and flags, our portfolio includes projects that made the locals and the tourists aware of the events happening in the city and have proven to be useful informative tools.

city



Premium billboard platforms

We have access to the high impact, large format premium billboards, situated in most prominent and most visible locations. Ensuring unique visibility throughout day and night, these types of advertising platforms provide instant boost in any marketing campaign.

city

Traditional billboard platforms

We have more than 2,000 billboards throughout Poland, positioned in high density traffic areas, panels range from 12 to 18 sq. m. and are located in key locations across the country. Many of our panels are illuminated, highlighting campaigns for 24 hours a day.

Bespoke billboard campaigns

We design, manufacture, manage and maintain bespoke billboard systems upon client's request. We work in a comprehensive way: from location study, through assembly of media, to technical support and ongoing management of the content of the tables. For years we have been providing bespoke billboard systems for Carrefour in Poland.

Comprehensive realization

We offer systems of directional boards which provide guidelines to main city points, hotels, companies, shopping centres, etc. Carefully selected locations allow signs to become visible. The measurement of a standard board is 80 x 120 cm, but size can vary and can be customised to suit client's requirement.

directional boards

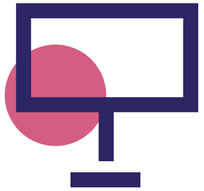
city

High-quality durable media

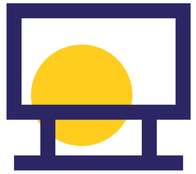
Our boards have been recognised for quality. High quality prints guarantee colour resistance to varying atmospheric conditions and careful installation ensures adequate visibility. Our boards effectively point the way to the goal.

outdoor

55
large format
display spaces



80
LED
screens



2 500
billboards

1 200 000
viewers
daily

city

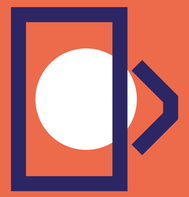
instore

2 | effective brand enhancement in the place of sale

our
products

instore

- shop window displays



- illuminated advertising cassettes

- advertising tools and products

- points of sale (POS)

city

shop window displays

city

We create stunning shop window displays

Creating shop window displays is the art of inspiring customers, stimulating their imagination and arousing the need to experience, what's inside the store. We are experts in this field. Stunning creations are our specialty.

shop window displays

city

From concept to implementation

We offer exclusive shop window display services from the initial concept to final installation. A team of talented designers, excellent knowledge of printing materials and technology along with our high tech production facilities provide us with almost unlimited possibilities of creation.

shop window displays

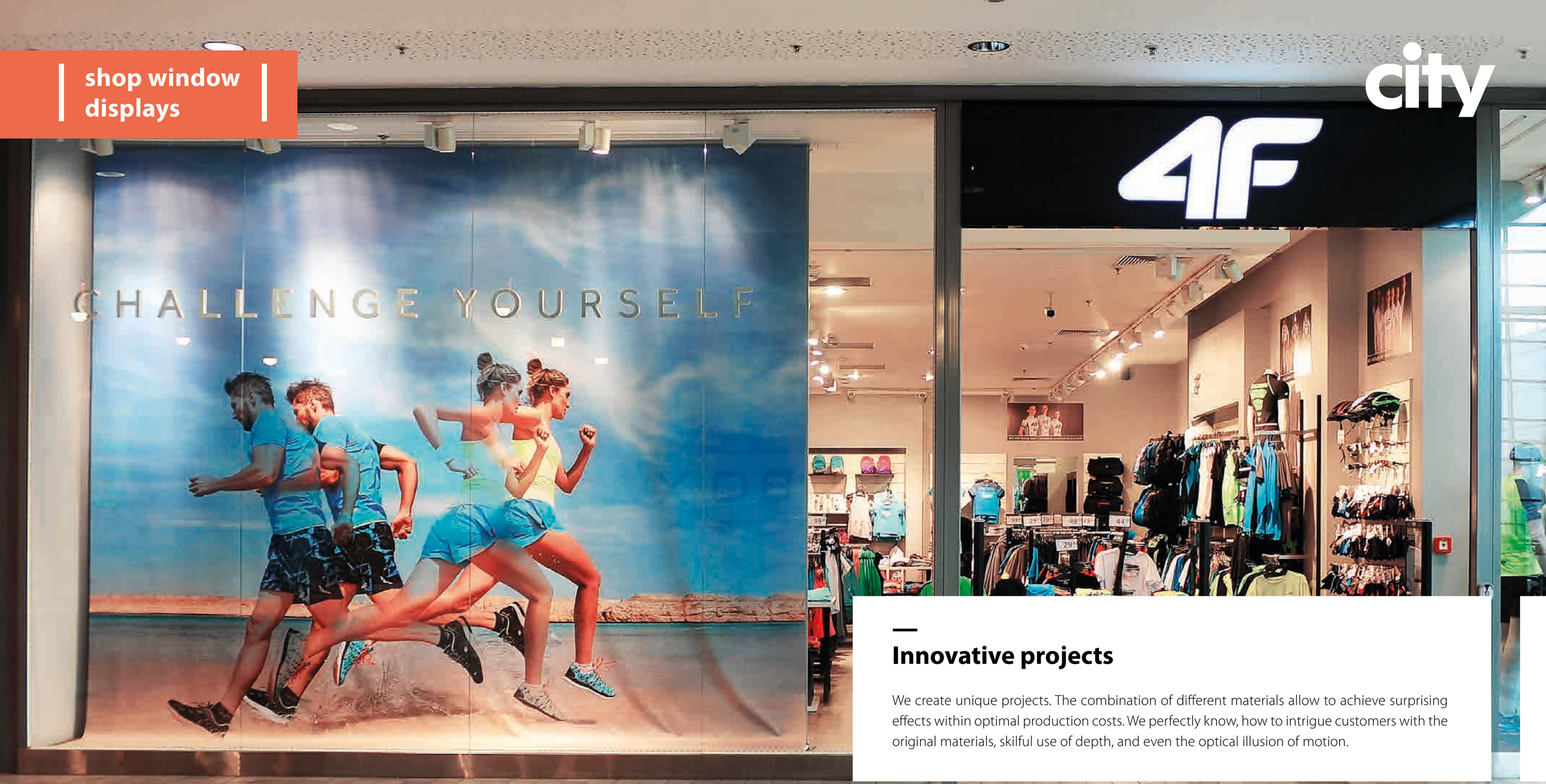
city

We provide support for shops across Europe

We operate in Poland and abroad. Well-known brands, which have an extensive network of shops, have been entrusting us with the creation of their window displays. We carry out projects at designated points of sale throughout Europe.

shop window displays

city



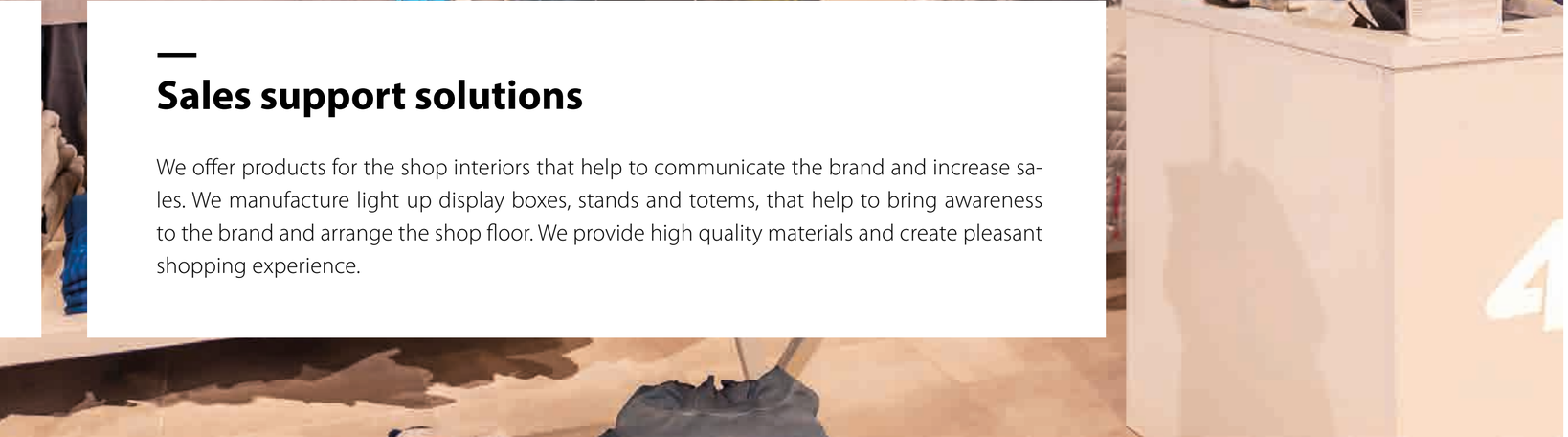
Innovative projects

We create unique projects. The combination of different materials allow to achieve surprising effects within optimal production costs. We perfectly know, how to intrigue customers with the original materials, skilful use of depth, and even the optical illusion of motion.

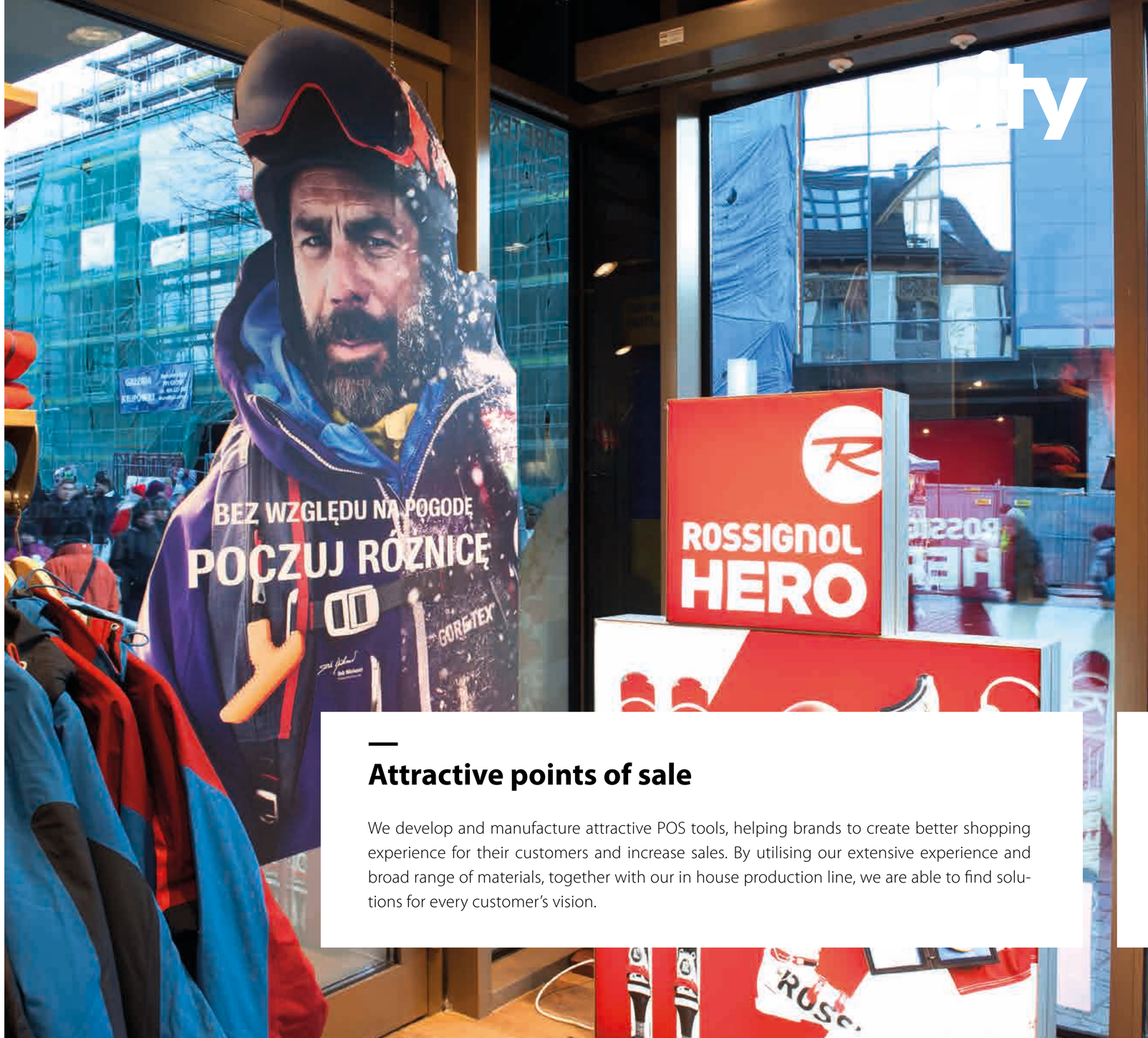
interior design

Sales support solutions

We offer products for the shop interiors that help to communicate the brand and increase sales. We manufacture light up display boxes, stands and totems, that help to bring awareness to the brand and arrange the shop floor. We provide high quality materials and create pleasant shopping experience.



interior design



Attractive points of sale

We develop and manufacture attractive POS tools, helping brands to create better shopping experience for their customers and increase sales. By utilising our extensive experience and broad range of materials, together with our in house production line, we are able to find solutions for every customer's vision.

interior design

city

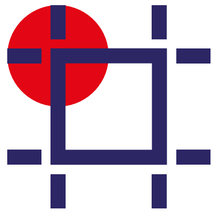
Illuminated advertising cassettes

We specialize in producing illuminated advertising cassettes called lightboxes. Freestanding illuminated displays combined with high quality specialized 'backlit' print provide effective way to bring your promotional message closer to the customer.

instore

2
production
halls

200
completed
shop window
displays



3 500
sq. m
of production
facilities

250 000
sq.m
of printed
materials

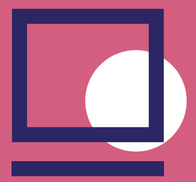
city

digital

3 | digital solutions for marketing and merchandise

our
products

digital



- digital signage

- information terminals

- sale terminals

- lotteries and promotional terminals

city

LED and LCD screens implementation

We offer latest solutions within the digital signage. We are the pioneers in introducing easy to operate LED or LCD screens in big shopping centres and inside individual stores. These types of products change the way information is communicated to customers, dynamics of the sale process and create new ways of interacting with customers.

digital signage

city

Large format digital screens

Large format LED screens are an alternative to the traditional communication platforms. The perception or view of clients brand image is imperative and new technology gives them the opportunity to raise awareness of their products in an eye catching manner.

digital signage

city

Digital screens for shop window displays

Window displays are often the first point of contact that the potential customers would have with the business. Digital display LED screens boost marketing campaigns by introducing dynamic, high resolution images and information.

digital signage

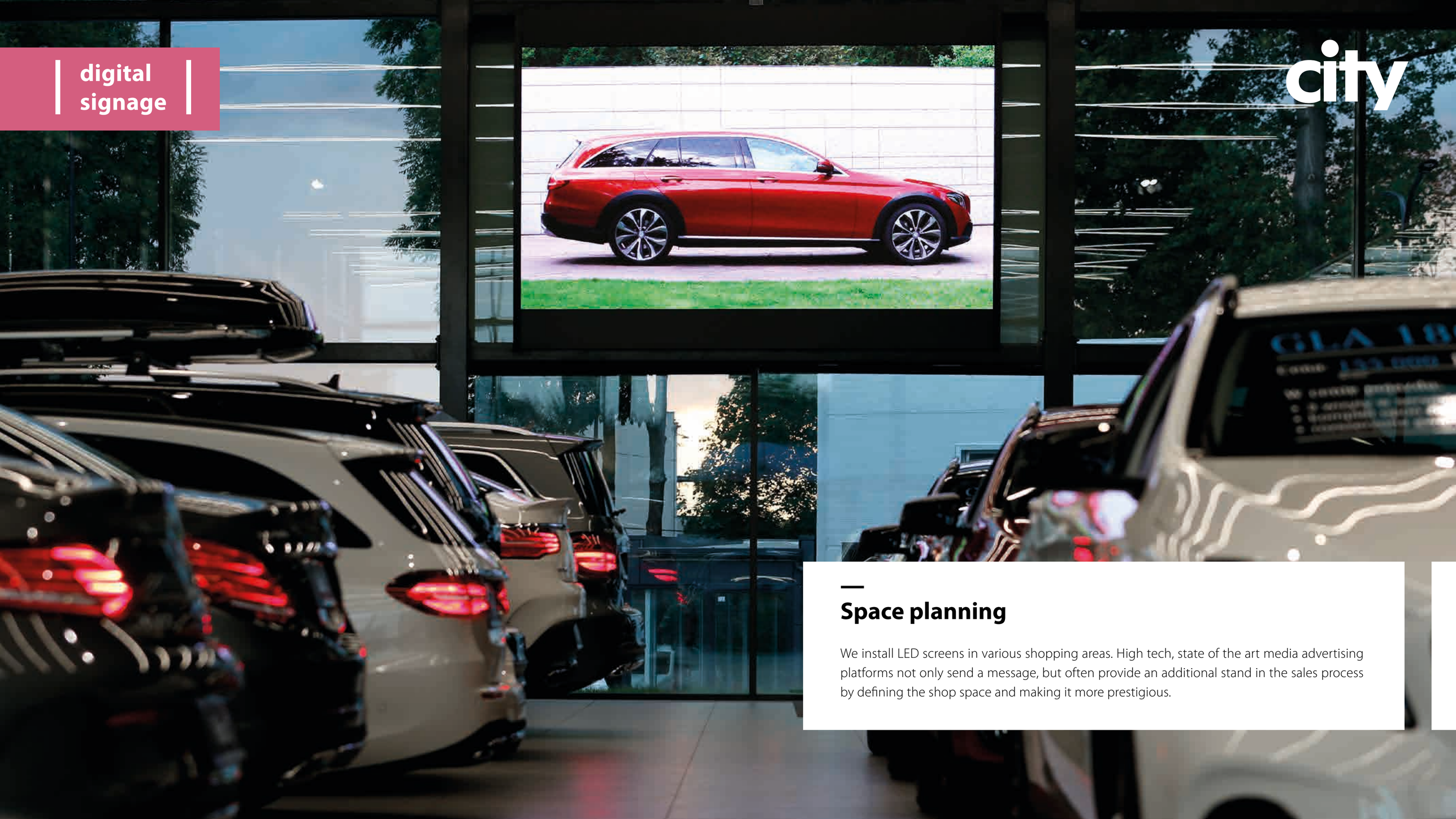
city

Custom made digital solutions

We are a leader in manufacturing multifunctional multimedia terminals that support communication, marketing and sales. Both the outer design of the device as well as its particular functions we design according to the individual needs of the customer.

digital signage

city



Space planning

We install LED screens in various shopping areas. High tech, state of the art media advertising platforms not only send a message, but often provide an additional stand in the sales process by defining the shop space and making it more prestigious.

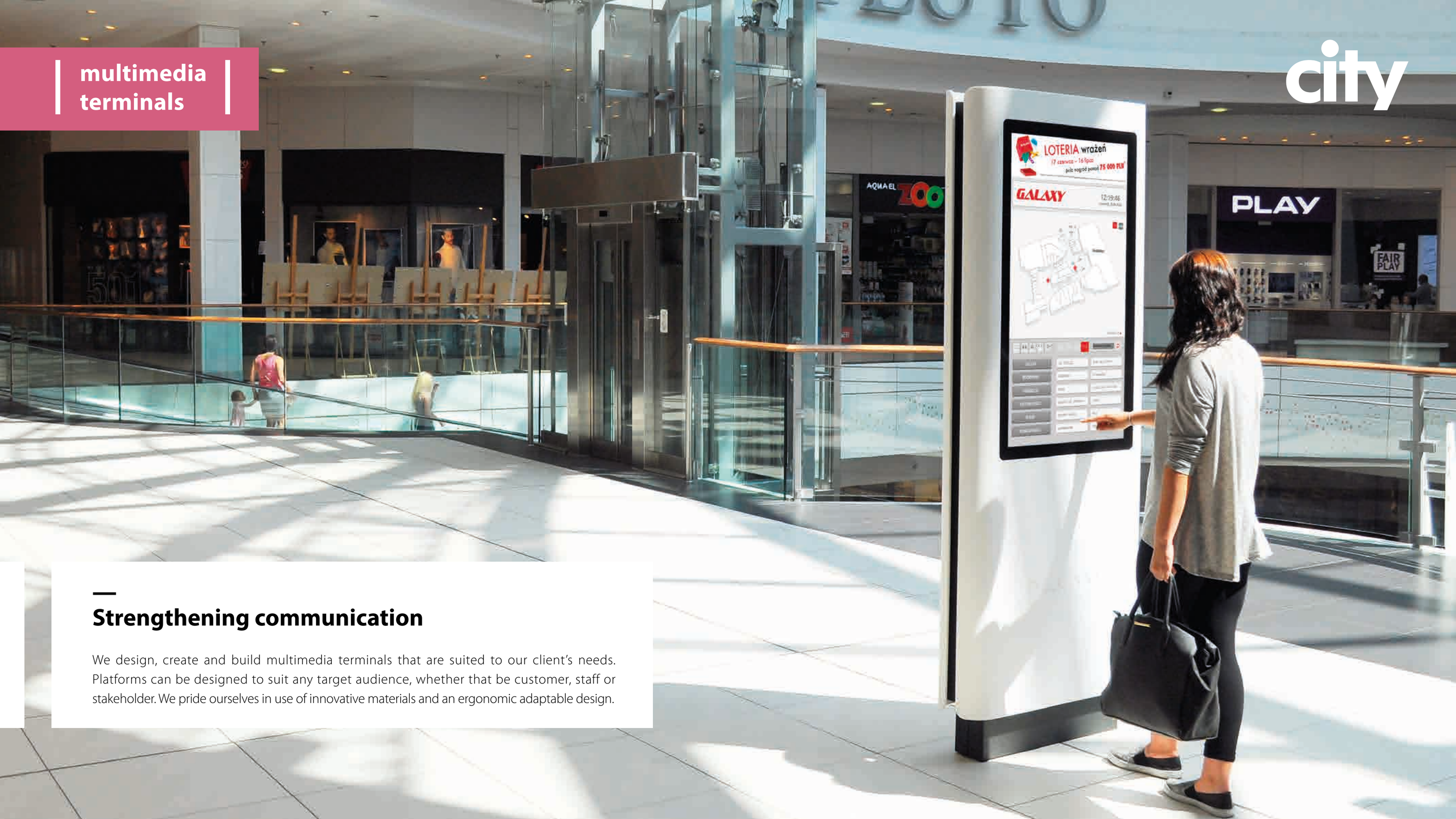
LED screens

LED screens hire

We have number of multi formatted LED screens available to hire. We offer installation, operability, and maintenance during indoor and outdoor events, like concerts, sport events and any other exhibitions. The exceptional reliability of our products and professional service is a reflection of our experience in the industry.

multimedia terminals

city



Strengthening communication

We design, create and build multimedia terminals that are suited to our client's needs. Platforms can be designed to suit any target audience, whether that be customer, staff or stakeholder. We pride ourselves in use of innovative materials and an ergonomic adaptable design.

multimedia terminals

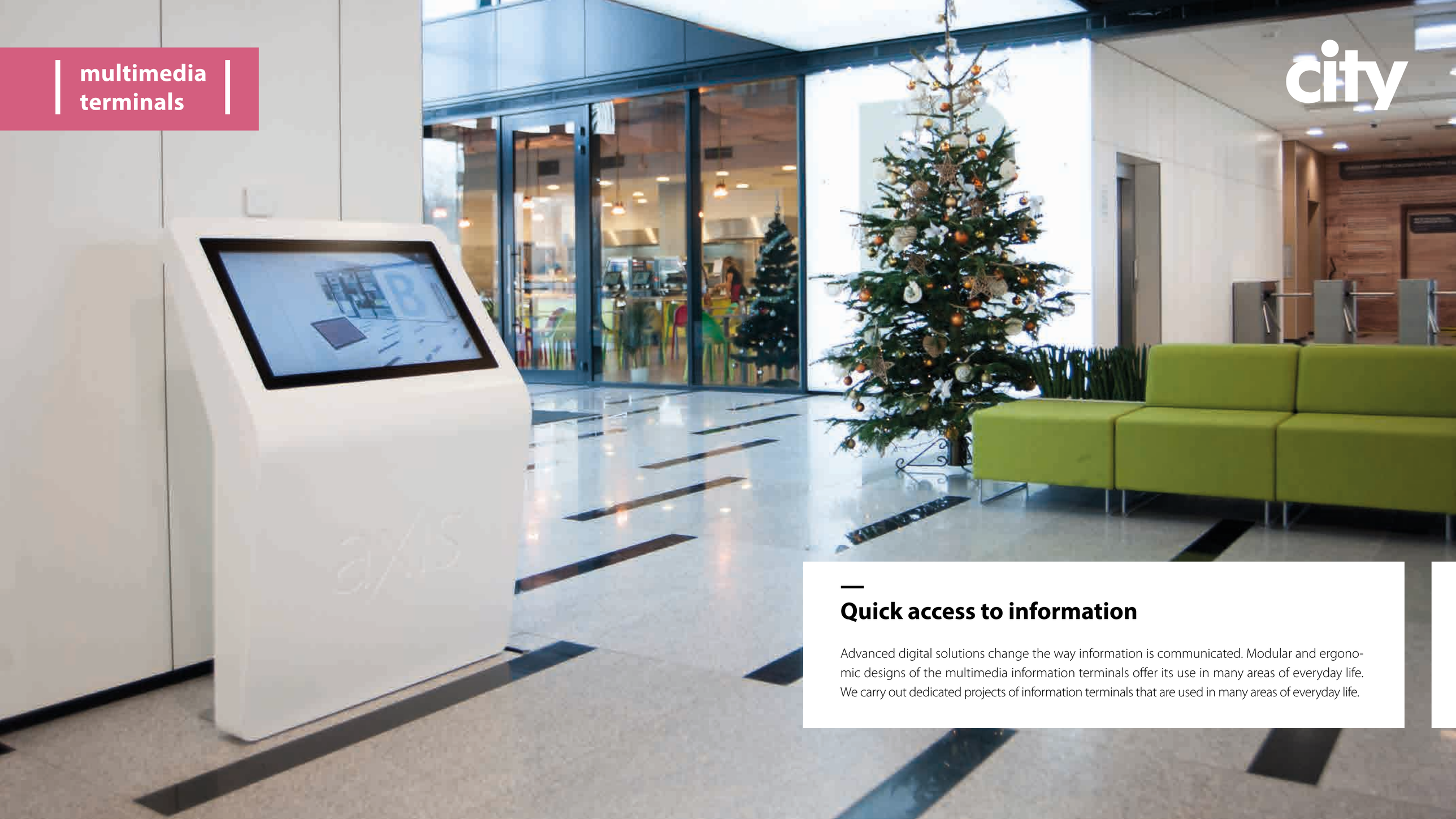
city

Innovative sale support

We build and manufacture innovative multimedia terminals that transform the sale process. Terminals based on the *lift and learn* technology fit perfectly in shops that have limited space and cannot keep all collections in store. Ergonomic and elegant terminals allow clients to show their customers products that cannot be physically displayed in the place of sale.

multimedia terminals

city



Quick access to information

Advanced digital solutions change the way information is communicated. Modular and ergonomic designs of the multimedia information terminals offer its use in many areas of everyday life. We carry out dedicated projects of information terminals that are used in many areas of everyday life.

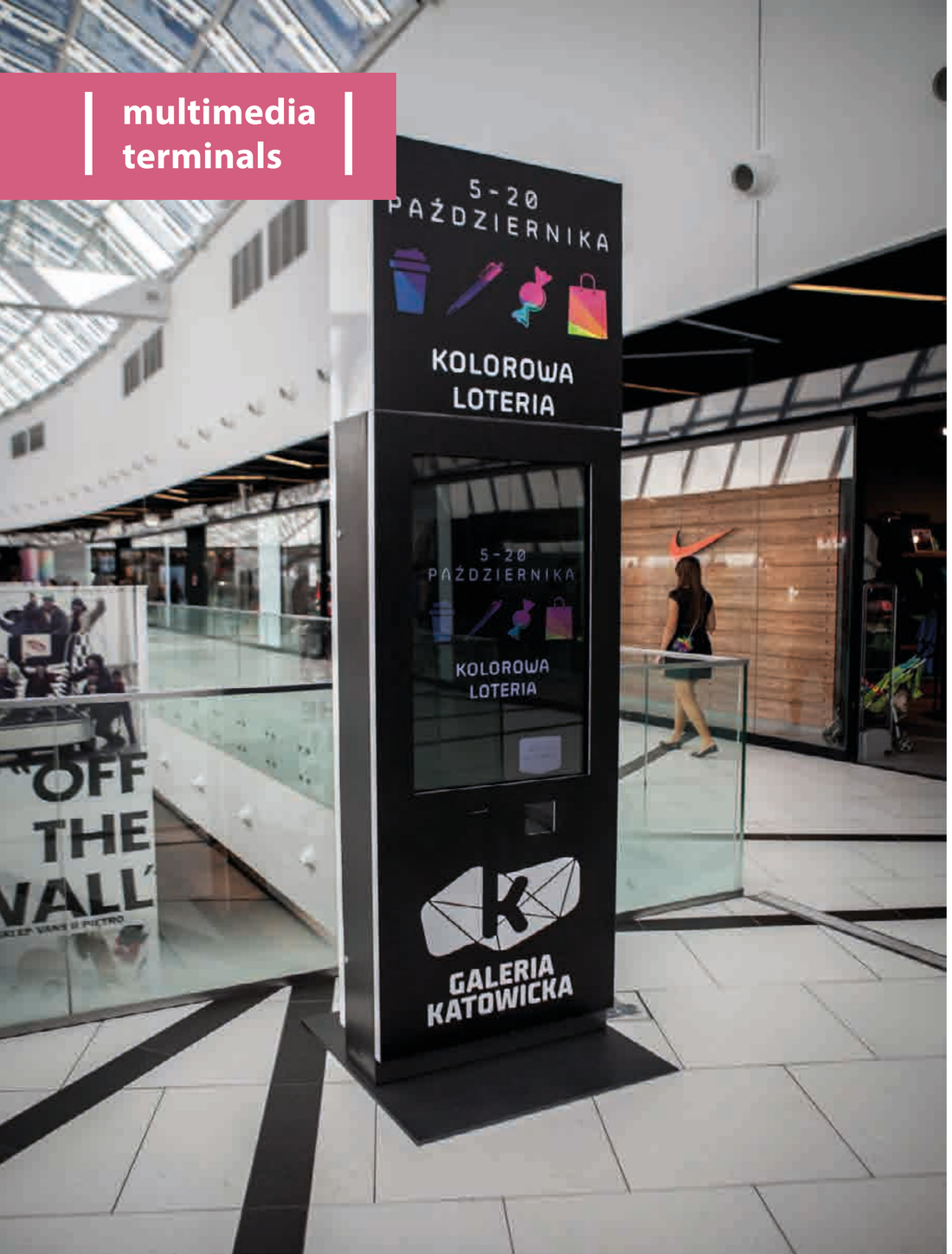
multimedia terminals

Multimedia information stands hire

We have range of newest technology multimedia information terminals for hire. Our service includes personalised graphics and full technical support to customize the stand depending on the client requirements and expectations.

multimedia terminals

city



Lotteries and loyalty incentive programmes

Retailers use our multimedia terminals to create their own lotteries or increasingly popular loyalty incentive programmes. We manage the whole process associated with these types of marketing campaigns, from event planning, directing event theme and format to providing necessary commercial and legal framework.

multimedia terminals

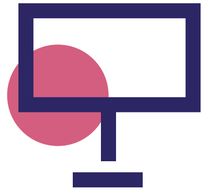
Prepaid gift cards issuing terminal

We have designed fully automated terminal that integrates loyalty incentive schemes with gift card facilities. Increasingly popular in shopping centres, these types of tools are highly successful in driving revenues and building loyalty among customers.

digital

60
bespoke individual projects

100
digital signage projects



8 000
sq. m digital advertising area

1 500 000
viewers daily

city

print

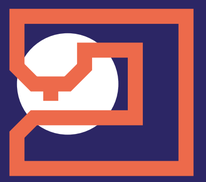
4 | finest quality printing in every format

our
products

print

- roll up materials

- rigid media printing



- post production facilities

city

print
technology

Finest quality printing

CITY specialises in digital printing on any format and in any quantity. We have in-house production line equipped with most advanced high-tech plotters in Europe, enabling us to produce finest quality print. We print on roll and rigid materials as well as we collaborate with leading producers of high quality materials, paints and printing equipment.

rigid materials

Large scale of printing possibilities

We have professional infrastructure that enables us to print on rigid materials. We print on array of materials from materials used to manufacture shop window displays, marketing and promotional stands to more unusual printing materials used in the interior design and decoration industry, like ceramic or wood.

roll materials

Unlimited print area

We offer digital printing on large format rolled up materials like banners, blackouts, backlits and canvas. For large format advertising campaigns we offer digital printing on banner mesh and billboard paper. We deliver our products in a comprehensive manner providing both printing and assembling printed materials in designated locations.

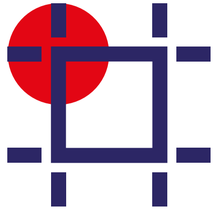
Post-production facilities

The quality of our products is of the highest importance to us. We realise even the most challenging projects with passion, determination and diligence. From sheeted and roller printing machines to die cutting equipment, cutting plotters or bookbinding machines, numerous post production facilities enable us to manufacture products with best quality and most innovative design.

print

2
production
halls

10
large format
printers



3 500
sq. m.
of production
facilities

1 000 000
sq. m.
of printing materials
produced per year

city

CITY

city.com.pl

Headquarter:
Jugowicka St. 6A
30–443 Cracow, Poland

Branch:
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