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**The most  
powerful  
platform for  
digital  
billboard  
advertising**

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# Disclaimer

The purpose of the present white paper is introduction of luminocoin to potential token holders in view of upcoming token sale. information proposed below does not constitute a public offer. its only purpose is to provide relevant and sufficient information to potential token holders. nothing in this document must be regarded as advertising of the product or an investment offer. nothing in the document must be regarded as a solicitation and /or proposal to buy any securities in any jurisdiction. this document does not follow any laws or rights concerning investor protection in any jurisdiction. some statements, evaluations, and financial information in the document are judgments of its authors. suggested judgments or information may contain known and unknown risks or inaccuracies, which may lead to events or outcomes with economic effects. information in the document can be subject to inaccuracies, grammatic and syntactic errors originated from translation to other languages or quoting its sections in writing or verbal form to existing and potential clients, partners, etc. luminocoin service cannot be used to acquire foreign assets and /or to avoid consequences of unlawful actions which are subject to supervision by financial regulators.

# 1. Introduction To Billboard Advertising

The name billboard is derived from the term "billing board," and is a large outdoor advertising space designed to capture the attention of motorists and pedestrians. Typically placed around high traffic areas (both automotive and foot traffic), billboards are meant to be simple, striking, and creative. If you are considering your advertising tools, likely you have thought about billboards. A billboard is a sign positioned somewhere in a high-traffic area that can promote your brand. They have a lot of great marketing power. It may seem like a big investment. But, it will help your company build a brand image. The size of the billboard makes it impossible to not notice it. Although, your audience has a very limited time to take note of your ad, there will be a high frequency of customers being repeatedly exposed to it. This results in the ad automatically getting registered in their photographic memory so they will remember it. You do not have to go around looking for customers because they will be attracted to the product. Here are some of the biggest advantages of billboards as advertising tools:

## They are highly visible

Just think of coming off the highway, or driving down a busy street, and seeing a huge billboard erected in front of you. The size of billboards today makes it impossible to not see them. If you put an ad in the paper, it may reach people who open it to that page. If you create a radio ad, it may reach people who happen to be listening. On the other hand, billboards are in-your-face and eye-catching. If a car drives past them, likely they are going to see them!

## You can pick where to place it

Strategically placed billboards can be some of the wisest investments around. Popular corner or busy rush-hour highways off ramp are examples of where you can place your signage. Not only is it a great chance to introduce yourself and your phone number to a new market, but it also can drive your business marketing plan.

## You can customize its message

You know the saying "A picture is worth a thousand words"? Well with billboard advertising that is definitely true. By creating a compelling and interesting layout, design, picture and quote, you can send exactly the message you want to your new potential customers.

## It can repeatedly reach potential customers

Research says that people have to see a sign three times before they remember to do what it tells them to do. With billboards, your chance of repeat visible outreach is huge. Just think that most drivers take the same routes to and from work, school, for errands and visiting friends.

Though traditional billboards are still popular, the move to digitally engineered LED billboards is seeing a steady increase. Traditional or print billboards have been an advertising standard for years. Traditional billboards are usually made of vinyl or paper with lights used to surround the boards so they can be seen better at night. However, traditional billboards are steadily becoming a thing of the past due to maintenance and lack of variation in what may be promoted on the signage. The signs can often be troublesome to put up and intolerant of inclement weather. Maintaining these signs can be costly due to the labor required. Though traditional billboards still have the ability to capture an audience, they don't draw the same attention as digital billboards. A study done by the U.S. Department of Transportation Federal Highway Administration found that during visible time, drivers tend to gaze at digital signs 63 percent of the time vs the 37 percent for standard billboards on urban roads

## 2. Digital Billboard

Digital billboards use LED arrays to display computer-automated messages and images. As electronic billboards are controlled and operated using a computer, they are much easier to change and maintain than traditional billboards. Digital billboards offer businesses the opportunity to update and modify messages to their audience as often as possible with the use of a computer. Basic pixels in a billboard consist of red, blue and green LEDs. Using a microprocessor or logic chip, the LEDs communicate with the computer to enhance, change or color mix to adjust the sign. With this technology, a multitude of colors can be displayed, making advertisements more captivating, lively and memorable. LED billboards are also much easier to see at night, unlike traditional boards, and can run for extended periods of time.

Although a traditional billboard is less expensive than an LED ad, it's also more forgettable, according to figures cited by the various websites. A traditional billboard ad can't be changed without hiring someone to climb up and repaper it, which is usually time-consuming and expensive. And if your traditional billboard has to compete with a nearby LED ad, it's likely that your message will be overshadowed. Another huge advantage of LED billboards is the appearance factor. With traditional billboards your ad would fade, peel, become dirty, or change color over time

as it is exposed to the sun and other weather elements. The typical LED bulb last 100,000 hours or more, which translates to 11 years or more, so apart from a complete power outage the chances of your ad suffering from any rundown appearance is slim to none. A massive advantage LED billboards have over the traditional static option is the ability to quickly change messages to reflect new marketing strategies, promotions, or pricing. Whereas in the past you would have to submit an order from the print shop, wait for the print to be fabricated, then schedule someone to go install the new print; now all that is needed for an ad to be updated/changed is a final digital proof emailed to whoever operates the billboard, which in turn can be instantly uploaded!

The biggest objection people have when it comes to the decision making process between purchasing an LED billboard ad or a traditional static billboard ad is the upfront cost. While it is true that the upfront cost of the ad purchased on an LED display is higher than that of a static billboard ad, the return on investment is much higher with the LED ad. An Arbitron Digital Billboard study found that almost one in five people discussed an ad they had seen on digital billboards with other people, and they also found the LED billboards to be more appealing to look at. Also when comparing the cost of advertising on a billboard to other advertising mediums, besides an on premise sign at the location of your business, billboard advertising is by far the cheapest option available!

There is a plethora of data available showing the effectiveness of billboard advertising, and as technology keeps improving and changing, the advantages of LED Digital advertising over the traditional static printed billboards keep increasing.

### 3. Luminocoin

LuminoCoin efficiently improves the efficiency of digital billboard advertising by creating a new token that can be exchanged between publishers, advertisers, and users. The token can be used for obtaining a variety of advertising and attention-based services.

We provide a centralized digital billboard advertising platform for entire Asian continent. Users can exchange tokens for utilizing billboards for video displays, live speech telecasting and much more. Clients can get access to the best billboard advertising sites through a single channel and the troubles of making payments at different points are minimized along with an assurance of maximum result. It's a win –win situation for all as the value of each token is increasing with each transaction

## 4. Centralized Digital Billboard Advertising

**Stage 1: LuminoCoin** LuminoCoin is a fast, open source, privacy-focused centralized browser for digital billboard advertisement seekers. We provide the towers for digital billboard advertisements in Asia. Clients can invest in LuminoCoin and obtain token and thus purchase digital bill board location and time slots.

**Stage 2: Our Token** The Token can be used to obtain a variety of digital billboard advertising and attention-based services through platform, as it is exchanged between the clients, existing users and us. Existing investors receive a high profit as the token value will surely rise through token transactions.

**Stage 3: The Result** Digital billboard advertisement is displayed in the desired location of the clients in the desired time slots after learning the potential of the location which can benefit the client.

## 5. How We Make It Happen?

### Billboard Towers

We own billboard towers in various locations from which the clients can choose their desired location and time slots. Our team of experts will also do an in-depth study of the locations to decide where the ad must be placed. This will give a clear picture to the client and they can place the ad in the location which will give them maximum attention. Maximum attention means maximum sales and profit.

## Tokens

Tokens will be acting as the medium of transaction for the digital advertisement. Value of tokens will increase with the number of transaction. Token transactions will be between the clients, existing users and us.

## Advertisement Display

Ads will be displayed in locations and timeslots chosen by the clients.

## 6. Lumino Token Technology

The Lumino Token a token based on Ethereum, is an important element of a new marketplace. Ethereum is an open source, blockchain-based, distributed computing platform oriented towards smart contracts. Effectively, Ethereum is a distributed virtual machine that allows end users to construct smart contracts for transactions. Smart contracts are stateful applications stored in the Ethereum blockchain. These contracts are cryptographically secure and can verify or enforce performance of the contract. Token contracts are a standard feature of the Ethereum ecosystem. Ethereum has been used for mobile payment systems, distributed exchanges, tokens pegged to commodities and fiat currencies, market clearing mechanisms, micropayment systems for distributed computing resources, commodities and securities exchanges, crowd funding, and legal document verification. Large firms have invested in and deployed Ethereum, with JP Morgan, Deloitte, IBM, Santander Bank, Microsoft, the Luxembourg Stock Exchange, and the Royal Bank of Scotland being key early adopters.

## 7. Value Flow Of LuminoCoin



### Our Platform

We provide a secure platform where clients can get double benefit of purchasing the best location for their digital billboard advertising and also to invest in tokens.

### Tokens for Advertisers/Clients

The clients who desire to purchase a time slot for displaying their advertisement will make payment and a certain percentage of it will be used to purchase tokens which are beneficial to the clients. We will provide time slots and locations for the ad as per the desire of our client as we own the bill board towers.

### Tokens for Users

The major beneficiaries are the already existing users of LuminoCoin as they will be getting a golden opportunity of token transactions. They will also be receiving a high value for their tokens as the value of each token will increase with the number of transactions.

## 8. Advantages Of Our Digital Billboards

### Less waiting

With our digital billboards, the wait for publishing is completely eliminated. The ad will be sent to the screen electronically, meaning there will only be a maximum wait of a few hours before your ad can be seen.

### Operational from anywhere

The great thing about digital advertising is that it can be operated remotely.

### Flexible

With our digital billboards, advertising campaigns can be altered quickly with less forward planning required.

### Time slots

Certain products and promotions will be extra effective at certain times of day. By purchasing advertising space on a digital billboard, clients can choose several different ads to run at different times during the day, to increase the impact of their promotions. The onset of digital technology in advertising can only serve to help businesses promote themselves and their services in more effective manners. As technology continues to advance and consumer habits change with these advancements, businesses should be looking to take advantage of digital billboards.

It may seem like a big investment. But, it will help the clients to build a brand image. This will strengthen the product presence in the market as it reaches numerous target groups simultaneously.

## 9. Faq

Are LuminoCoin [LUM] Tokens transferable?

LUM Token is a utility token meant for use in the LUM platform. It is transferable.

What crypto-currencies were accepted during the sale?

Ethereum (ETH)

How do I report a security issue?

If you believe you have found a security issue in our product or service, we encourage you to notify us at [security@luminocoin.com](mailto:security@luminocoin.com).

Where will LuminoCoin [LUM] tokens be used?

The LuminoCoin token is for conducting transactions and obtaining services on our platform. The token will be used, for example, in acquiring digital billboard slots to be filled which are owned by us.

What do LuminoCoins represent?

The utility tokens are intended for use on the LuminoCoin platform, a new Blockchain-based digital advertising and services platform. Ownership of the tokens carry no rights other than the right to use them as a means to obtain services on the LuminoCoin platform, and to enable usage of and interaction with the platform, if successfully completed and deployed. The tokens do not represent or confer any ownership right or stake, share or security or equivalent rights, or any right to receive future revenue shares, intellectual property rights or any other form of participation in or relating to the LuminoCoin platform, and its affiliates. The tokens are not refundable and are not intended to be a security, commodity or any other kind of financial instrument.