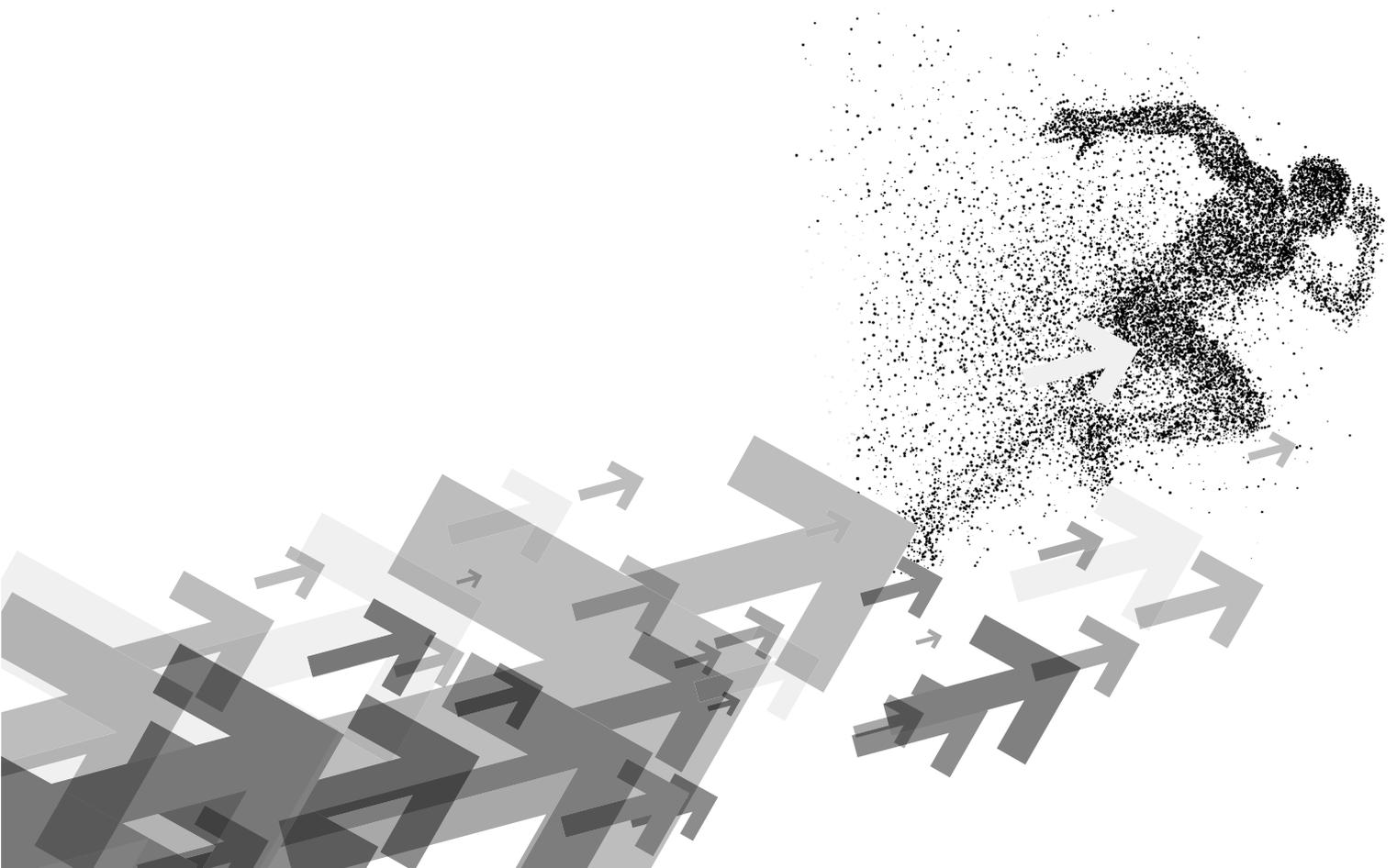


Advertising

When there is a high footfall in a particular location, the best way to capitalize on the marketing value of that location is through LED display screens



Advertising

Outdoor Advertising

When there is a high footfall in a particular location, the best way to capitalize on the marketing value of that location is through LED display screens. Compared to traditional ones, LED display screens can convey 10 times more information with an observation that is 50 times greater than traditional media.

Polet provides a complete implementation of such displays: project development, construction manufacturing, LED display production and installation, as well as end-user training.

The most commonly used models are Polet P2.5, Polet P3.06, Polet P4, Polet P5, Polet 6.06, and Polet 8 LED display screens, along with the Polet Cloud solution for content





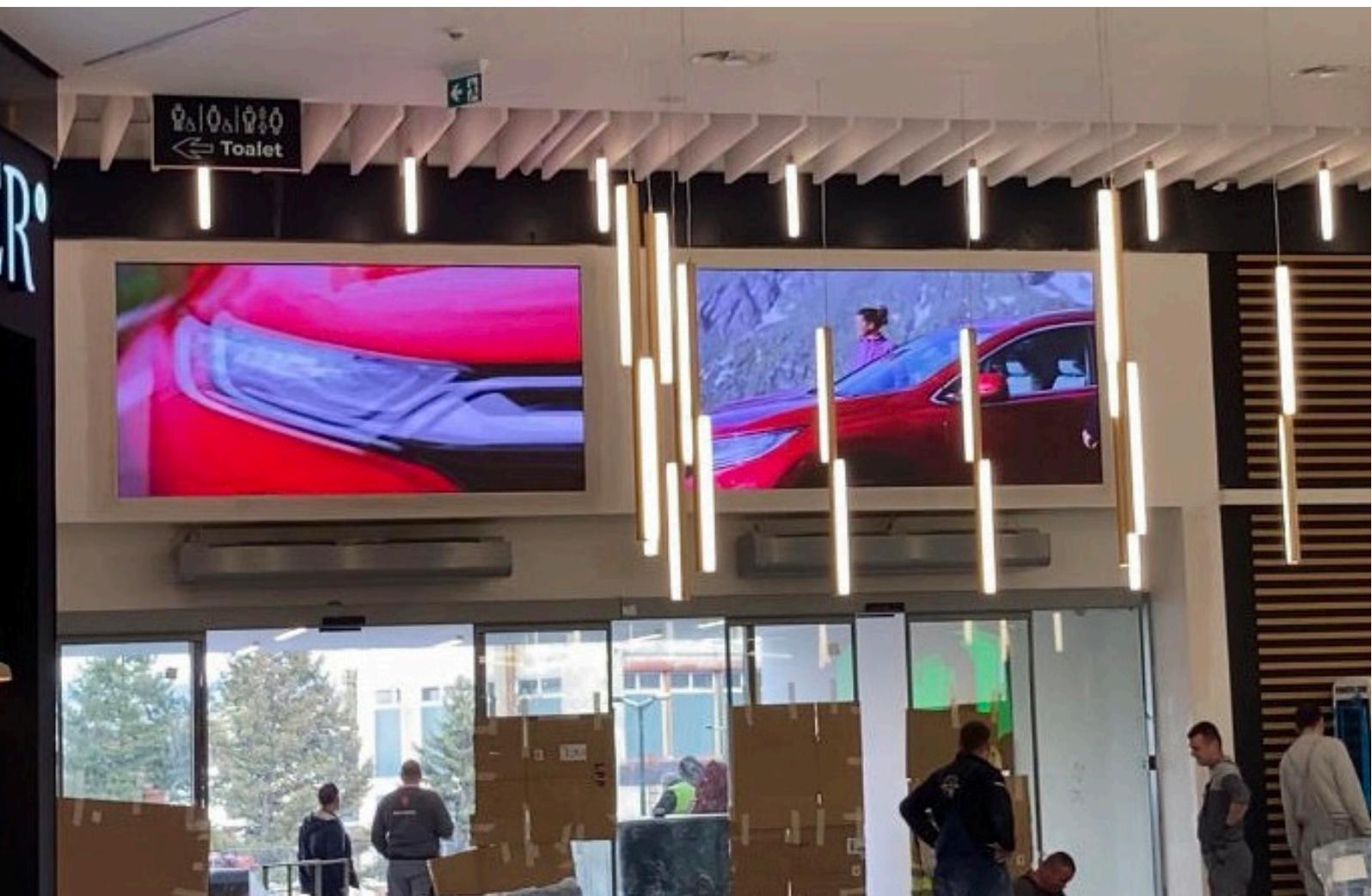
Advertising

Indoor Advertising

In recent times, Indoor solutions have taken the forefront of advertising because of the significant number of people passing through major shopping centers, railway and bus stations, as well as airports. Their attention can be captured through content displayed on LED screens. For these locations, Polet also offers interactive displays that can recognize user groups (age or gender) and enable targeted interactions with them.

Polet provides a complete implementation of such displays: project development, construction manufacturing, LED display production and installation, as well as end-user training.

The most commonly used models are Polet P1.86, Polet P2, and Polet P2.5 LED display screens, along with the Polet Cloud solution for content management.

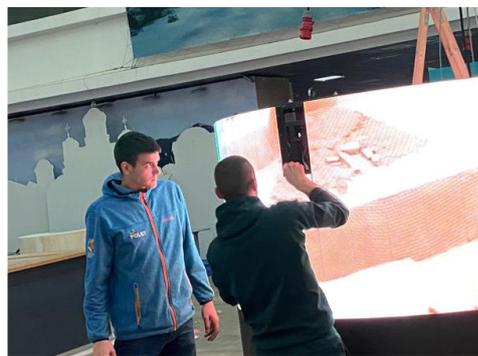
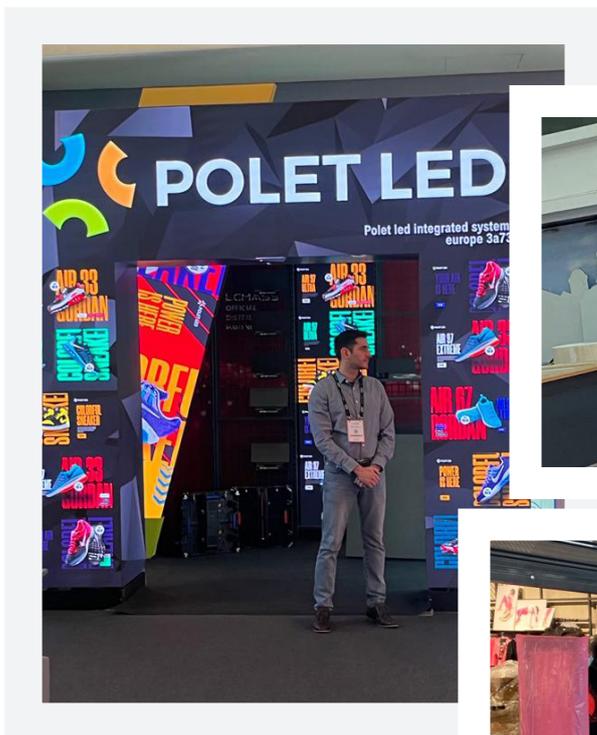


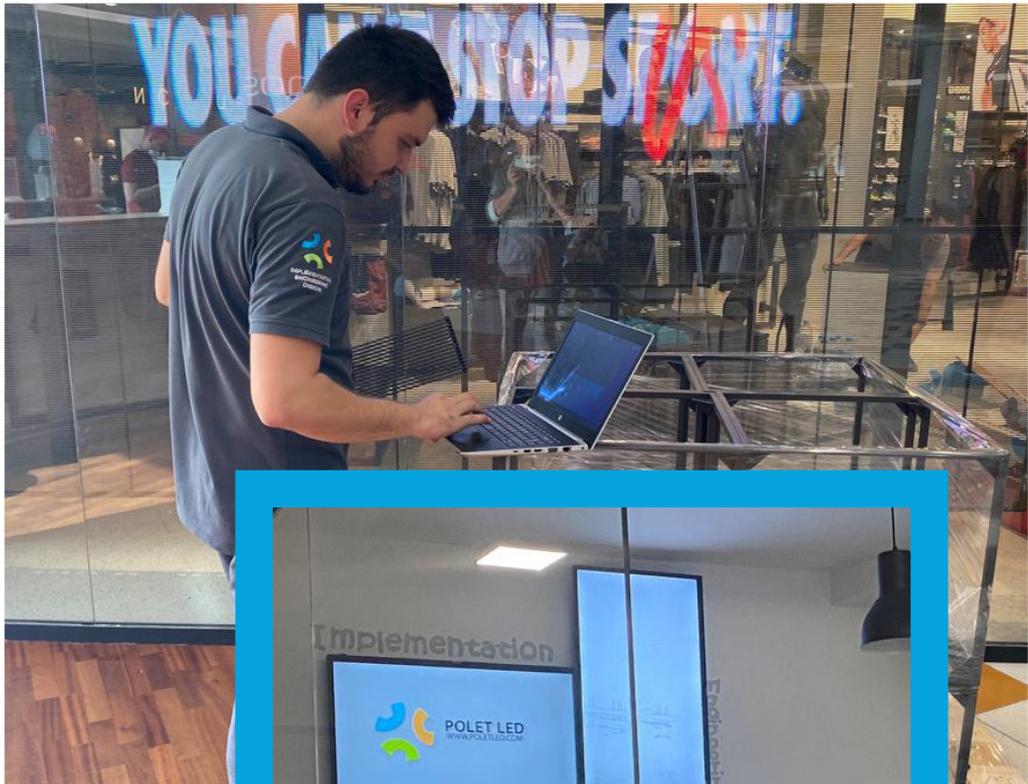


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Advertising

For over 30 years, we have been delivering impeccable engineering, design, and implementation. At present, Polet has over 100 products, at least half of which can be delivered within a timeframe of less than 15 days to any location in Europe.







POLET LED

In 2023, on its 30th anniversary, Polet adopted the GoGreen agenda formed in two directions:

- Polet will support the recycling of old display screens and provide customers with a discount for the option of purchasing new devices by trading in their old ones. Additionally, free recycling will be offered to all third-party users. In the course of its development and design, Polet aims to give new life to as many components from old devices as possible, particularly in the creation of new lighting products. The focus of the GoGreen agenda is on reducing electricity consumption through the further development of PWS (Power Save) LED display screens, as well as the development of outdoor display screens with a solar-powered system.
- The second part of this agenda will involve supporting events that promote people's engagement with nature. Since the Polet development center is located in Zlatibor, the focus will be on supporting programs that encourage staying in Zlatibor and the Tornik Ski Center.

As part of this agenda, it is planned that by 2025, the production in Braneško polje will have been covered by energy from its own solar power plant for at least nine months. Furthermore, the production line in the new headquarters (administrative) building, which is currently in the design phase, will have zero emission of harmful gases and dirty water, ensuring complete energy independence.

