

Nationwide Truck Wraps Manufacturer Responds to an Article on the Increase of LED Billboards in Utica, NY

Nationwide truck wraps manufacturer JMR Graphics comments on an article that discusses the increase of LED billboards in Utica, NY.

Central Islip, NY ([PRWEB](#)) January 11, 2014 -- JMR Graphics, a nationwide truck wraps manufacturer, comments on an article from Utica OD that examines new LED billboard technology in comparison to traditional print billboards.

In an article published by [Utica OD](#) on December 29th titled "Digital LED billboards attractive to many, distracting to some," new LED billboards in Utica, NY are discussed. The five new digital billboards are "Placed in high-traffic areas... well-lit digital billboards [that] can outshine the sun, can easily be seen on the stormiest of days and the darkest of nights, and most importantly, can commandeer your attention by displaying nine or 10 advertisers a minute."

Some local businesses of Utica are happy with the new technology. One advertiser, John Sageer of Delmonico's Italian Steakhouse, says in the article, "We're very happy with them. It gives us great visibility, and obviously they are in great spots. The LED display really catches people's eyes, it's always changing. [...] And the other nice thing about them is you can change (the message) in 10 minutes."

TJ Panell, a representative of JMR Graphics, a nationwide [truck wraps](#) manufacturer, says, "LED billboards are a great example of how versatile out of home advertising is. Every six seconds another business has an opportunity to get their message and their brand into the world. The fact that they are made with LED lights allows for them to be seen even in harsh weather conditions." He says, "Another added bonus is that the town can use these billboards to alert the community of any emergencies, such as dangerous weather."

JMR Graphics is an award winning Nationwide 3M Certified Manufacturer of Graphics for over a quarter of a century. We specialize in branding companies through Fleet Graphics, Vehicle Wraps, Architectural Wall Graphics, Promotional Window Clings, Floor Graphics, Event Signage and much more. We offer a variety of 3M Graphics Films, which are specially designed for most surfaces that require a changeable, short and long-term application. Our exceptional "Turn Key Service" is backed with a 3M MCS Warranty to give you peace of mind when you need optimum performance for the intended life of your graphics. With our state-of-the-art, cutting-edge facility we inspire our clients by providing creative design, custom-printed graphics and handle a network of nationwide installers. JMR Graphics provides expert capabilities and capacities needed to meet any graphic challenge.

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