

INFOBASE ADVERTISEMENT TOWERS

Infobase Towers Oy is a **Finnish company** specialising in outdoor advertising for urban commercial parks and shopping areas.

A need for the Infobase communications system was first identified in 1998, by **Erkki Rantala** and **Jouko Pöyhönen**, who were the City of Vantaa's Mayor and Business Services Manager at the time.

Their goal was to create an outdoor advertising system which could better display commercial areas, and the companies located there, to potential customers driving by on main roads. Such a product was not available on the market, and **Juhani Pallasmaa, Architect SAFA (Finnish Association of Architects) and Professor of Architecture** was commissioned to design the towers. The project was aided by similar needs presented at the same time by the cities of Espoo and Helsinki.

Purpose of the towers

Infobase advertisement towers are designed to be an eye-catching medium for communicating information, which are placed along main thoroughfares, located near commercial areas and shopping centres.

The top portion of the tower is always reserved for use by the city to display its name and coat of arms or logo. Space allocated to the city varies from 284 x 120 cm to 284 x 180 or 284 x 240 cm.

The tower offers two functions for advertisers:

- First, to provide address and location information for companies and industrial parks, and to easily direct passing motorists to the businesses. This is particularly important for retailers in the area.
- Second, to bolster the advertising company's name as a prominent establishment in the area and provide it with an opportunity for long-term visibility and strengthening of its brand name, supporting any other media it has chosen to use.

The tower is patented and its design protected.

Form and structure

The towers were designed by **Juhani Pallasmaa, Architect SAFA (Finnish Association of Architects) and Professor of Architecture.**

Their oval shape makes the towers graceful and recognizable. They are modular in structure and available as 7.2, 9.6 or 12 metres in height, depending on their location.

The tower is constructed from steel tubing, with the top portion (the city's name and coat of arms or the name of the commercial area) as well as company-specific advertising spaces created using opal acrylic sheets with neon lights or LED technology. Advertisements displayed using LEDs can easily be changed.



Lighting

Information displayed is illuminated by lights inside the tower, making advertisements visible around the clock.

Location of installations

Commercial and industrial areas are located along main roads and motorways, so motorists are guided to businesses well before they reach the correct exit junction. Placement of the towers is also important to ensure that they are seen in plenty of time, to avoid any potential traffic hazards caused by motorists suddenly exiting the road.

In many places, missing the exit also means driving a number of kilometres back to the intersection, which unnecessarily adds to traffic and could even cause dangerous situations with a distracted driver.

Breadth of installation network in Finland, by city:

Espoo 8, Vantaa 8, Helsinki 5, Tampere 5, Turku 1, Kaarina 1, Pori 1, Ylöjärvi 1, Lohja 1, Kouvola 1 and Lappeenranta 1.

Photos of all towers can be found at:

www.infobase.fi

Maintenance

Infobase Towers Oy regularly maintains the towers and ensures that advertising spaces are illuminated and kept in good condition.

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