



DigitTile

**A New Era of Out Of Home Display
Sustainable & Biomimicry Based**

Investor Deck 2025



OOH advertising methods—including billboards—are between 38% and 86% effective at provoking a consumer response.

OOH Advertising Association of America

The market is categorized by 2 billboard types:



Static Print Display

Low ads turnover

Low ads revenue



Programmable LED Screens

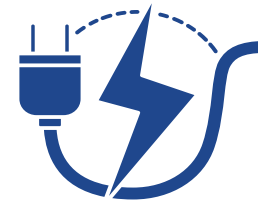
High ads turnover

X10 Higher ads revenue

Market appetite for higher revenue is creating a demand for programmable billboards

The global OOH addressable market has **4M** billboards

Yet,
90% Of billboards remain static,
non-programmable due to:



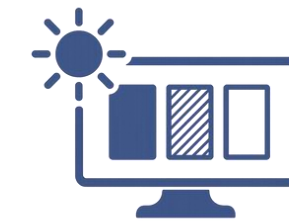
Off-grid locations
with no power
infrastructure



The Challenge

The global OOH addressable market has **4M** billboards

Yet,
90% Of billboards remain static,
non-programmable due to:



Poor color quality
in sunlight

The Challenge

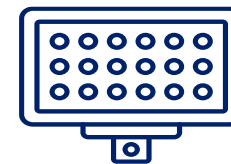
The global OOH addressable market has **4M** billboards

Yet,
90% Of billboards remain static,
non-programmable due to:

Regulation over



Light pollution



Energy
Consumption



The Challenge



**The
Need**

The market needs a
sustainable
high-color quality
programmable

billboard technology





**The
Solution**



DigiTile

Inspired by nature's chameleon:

Reflective Digital Display

Off-grid in nature

Eco-Friendly

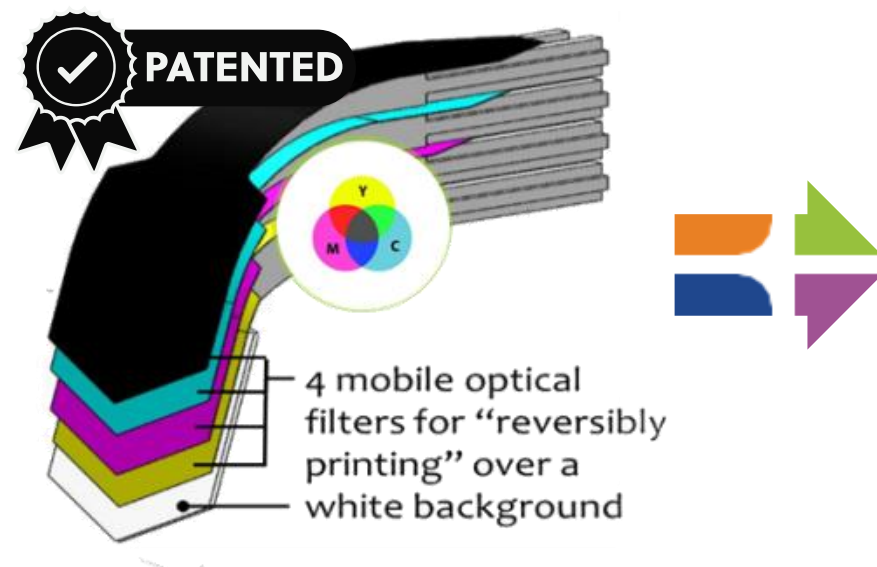
High, Vivid Dynamic Pixel Technology





The Technology

Pixel



Patented dynamic pixel
Exceptional 650K color
quality, day and night

Tile



zero-power
consumption in
display mode

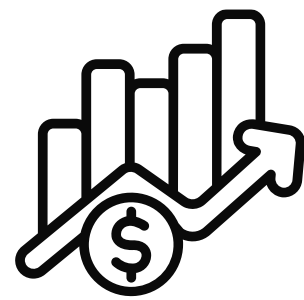
Software



programmable software
to change visuals/ads
on the panel



PURE REFLECTIONS TECHNOLOGY, OFF-GRID



4-8X

Revenue growth over static billboards, **with ROI in less than 12 months**



0

Light pollution and near zero energy consumption - ideal **SUSTAINABLE solution, regulation compliant, for off-grid environments**



650K

Unmatched, vivid, color patented technology, **with no fade in daylight**



90%

Reduced OPEX - power, personnel, printing

DigiTile Benefits



For many years OOH display Market was looking for reflective, digital display. It seems that DigiTile's Pixel technology has the potential to deliver this product.



Bill Ripp, VP Digital Development, **LAMAR USA**

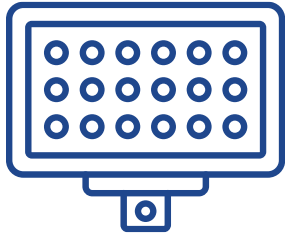


How Media owner makes money

DigiTile
Reflective
Billboards



LED
Programmable
Billboards



Static
Billboards



Example for 1 unit – 60 m²

BB CAPEX - gross	\$(250-300)K	\$(300-400)K	\$(50-100)K
Monthly Income	~ \$36K	~ \$36K	~ \$6K
Monthly OPEX - gross	~ \$6K	~ \$6K	~ \$5K
Monthly OPEX - Net	~ 0	~ \$0.5K	~ \$3K
Monthly profits	~ \$30K	~ \$30K	~ \$1K
ROI [Months]	9	12	60



Competitive Alternatives

Over static billboards



CAPEX

OPEX

Daytime Visibility

Sustainability
Power, light, CO₂

DigiTile
Reflective
Billboards



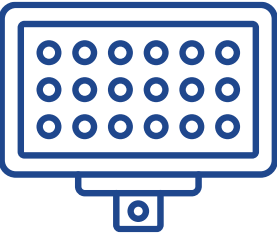
Low

Low

Excellent

Eco-friendly

LED
Programmable
Billboards



Med

High

Poor

Non Eco-friendly

Electrowetting
/E-Ink
Billboards



High

Low

Poor

Eco-friendly





The Market Food Chain

Advertisement Clients

Advertisement Agencies:

McCANN Ogilvy HAVAS WPP

Billboard/Technology Owners:

Media players Tier 1
internal project integration

JCDecaux ClearChannel OUTDOOR LAMAR ADVERTISING COMPANY

Media players Tier 2

YESCO VECTOR MEDIA adams

National/regional
project integrators

Real-Estate
Landlords

Hardware
Providers

watchfire
DAKTRONICS

Regulator

OAAA
professional advisors



Tier 1 Media Players



Tier 2 Media Players



Billboard Display OEM



Project Integrators

License/OEM



Hardware sales*



**GTMP &
Business
Model**



DigiTile

(*) Note: Revenue Share model – Potentially use to penetrate small players

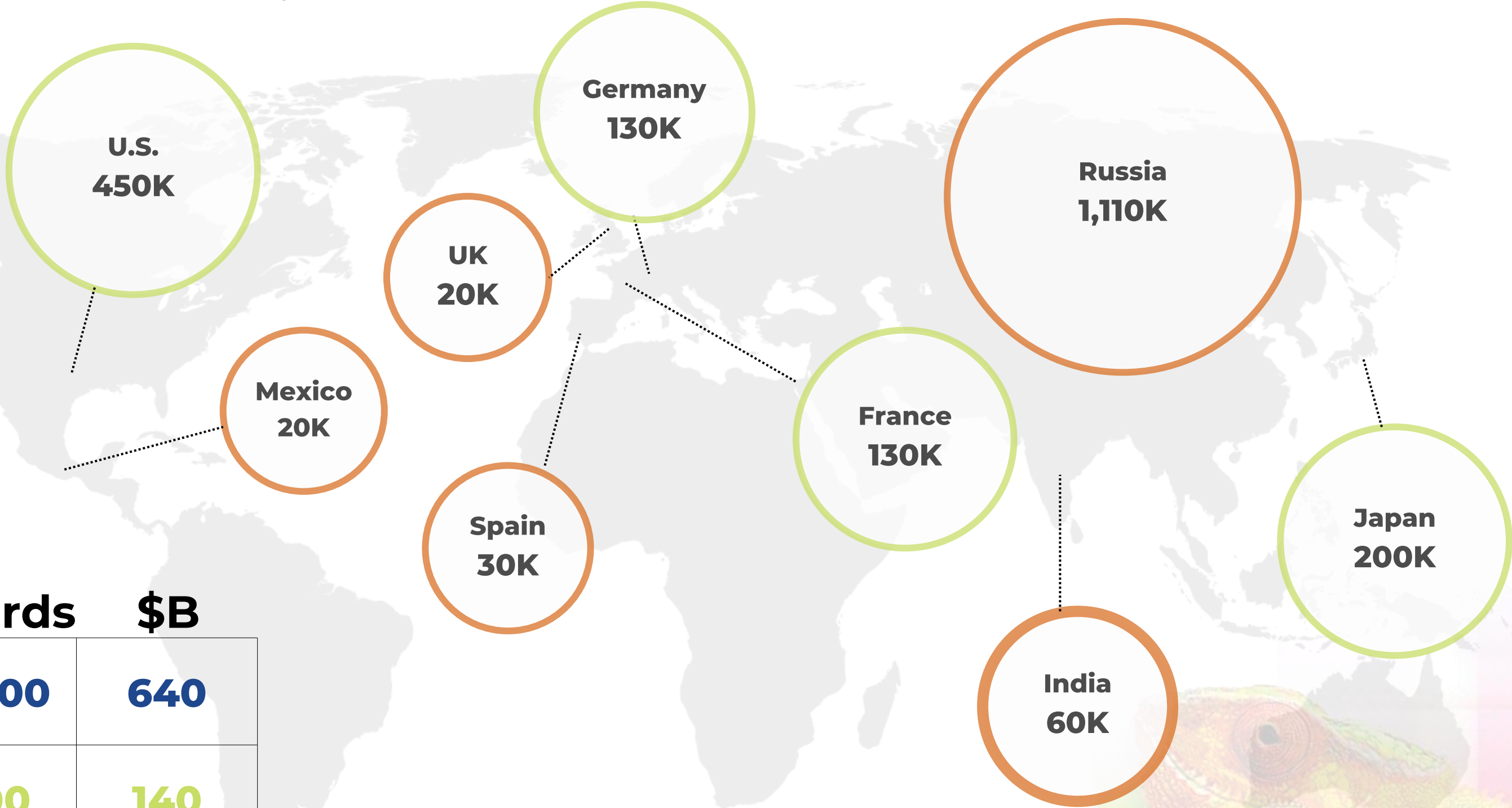
Billboards Inventory Across Markets:

Market Size

	Billboards	\$B
TAM	4,000,000	640
SAM	880,000	140
SOM	264,000	42

Notes:

- 1. Assuming average billboard display price is \$160K
- 2. Off-grid locations are taken as a minimum of 30%





Prototype
Tile
Complete
2022



DigiTile
system
2024



In-house
production
line
2024



Demo BB
installation
NJ
2025



**Traction
Product**

**Natural light.
Digital transformation.**





NYC OOH
2024



Boston oaaa
2025



Traction Market Exposure



DailyDOOH
Digital Out of Home – Insight, K



Boost your brand presence with
LinkedIn content for digital signage.

Try LinkedIn

« National Missing Children’s Day
Wildstone Signs Media Operators For TOM Assets »

**DigiTile, The World’s First Sustainable
Billboard**

DailyDOOH
INVESTOR
CONFERENCE

Andrew Neale

Out of Home New York in 2024 saw the introduction of what was described as the World’s First Sustainable Billboard, we can now tell you that the product has a name, it is called ‘DigiTile’.

KA Dynamic Color introduced the new name and demonstrated the product at the OAAA’s #OOH2025 Media Conference in Boston a few weeks ago.



DigiTile is a reflective, zero-energy digital billboard technology, and we are told that the feedback at the conference was overwhelmingly positive:

- ✓ Multiple industry leaders called DigiTile the most refreshing and innovative solution on the show floor
- ✓ They held over 10 meetings with major media players and connected with four potential OEM partners
- ✓ They received strong interest in their early adopter program which will be launching in 2026
- ✓ They feel that have gained real momentum toward bringing sustainable, high-quality, programmable billboards to life



FUTURE DISPLAYS



KA-Dynamic Color’s Reflective Highway Billboard Displays Inspired By Chameleons

By Dave Haynes

What would happen if color e-paper and electro-mechanical technologies snuck off to a hotel room and ended up with a baby? They might produce something like the outdoor billboard products developed by the Israeli firm KA Dynamic Color.

The company uses a distinct type of reflective display tech (not E Ink’s) and a loose variation on the split-flap display boards log familiar in big rail stations and airports, before LED displays were really a thing. The net result is a new kind of outdoor billboard technology that is full color, digitally updated and only uses power when the visuals change.

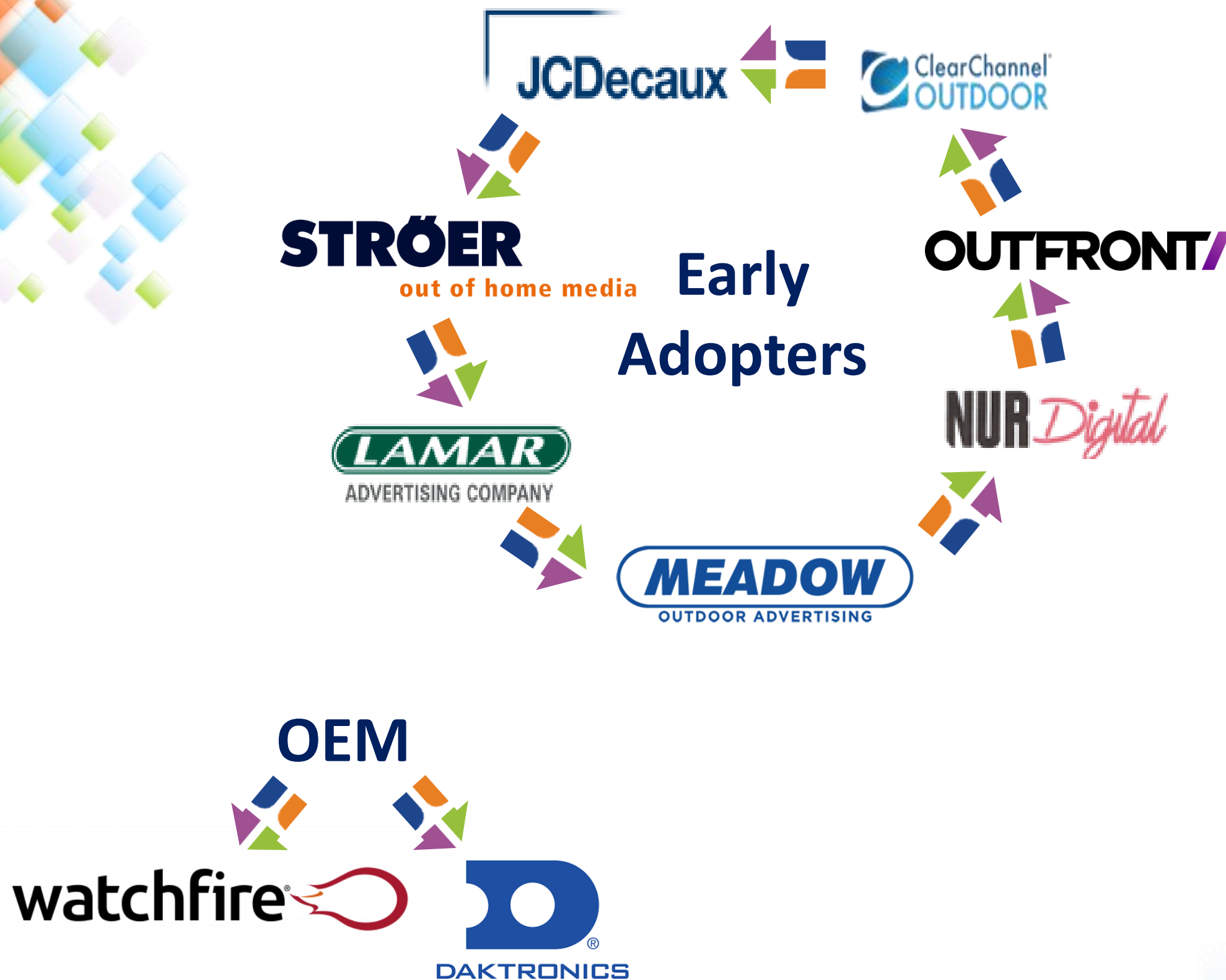
KA-Dynamic Color has been developing the products for many years and, after a lull

SIXTEEN:NINE
ALL DIGITAL SIGNAGE. SOME SHARK.
— spectrum





Traction
BizDev



NUR Digital

Letter of Intent
for KA Dynamic Color, owner of DigiTile brand

24 March 2025

Arnon Kraemer, CEO
KA Dynamic Color
Yokneham, Israel

Dear Mr. Kraemer,

For many years, the Out-of-Home (OOH) advertising market has sought a low-power, daylight-readable, high-contrast, and vivid-color digital display. This need is particularly crucial for sustainability and off-grid locations, which represent the largest market segment.

We believe that DigiTile's reflective billboard technology is well-positioned to meet these market expectations and has the potential to revolutionize the industry in the coming years.

As the leading media player in Israel and a pioneer in adopting new technologies, Nur Group has always been at the forefront of innovation in our sector. After closely monitoring DigiTile's technological advancements, we believe it has now reached a level of maturity suitable for commercialization.

Therefore, we intend to initiate commercial discussions with DigiTile regarding the purchase of a 12-square-meter digital display, to be installed at a prime location in Israel for reliability and performance evaluation. The exact KPIs for evaluation will need to be mutually agreed upon.

Following a successful evaluation - expected to last approximately three months - and upon reaching mutually acceptable commercial terms, we intend to place an order for dozens of these digital displays over the next two years.

Sincerely

Mr. Moshe Nur

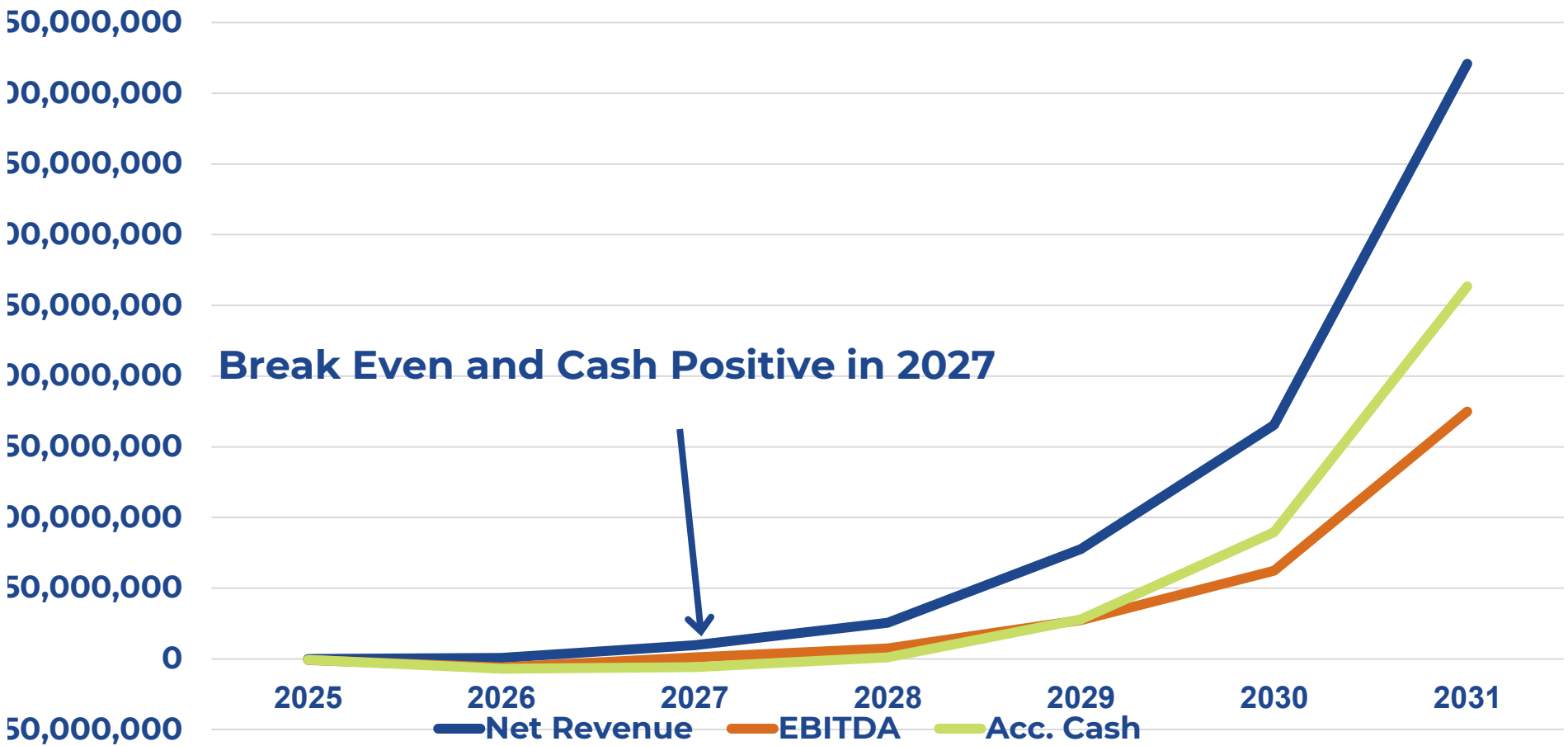
Owner & CEO





The Financials

DigiTile Financial Projections



How Investors make money

	Exit Year	
	2029	2030
Revenue	\$77M	\$165M
Valuation at exit	\$310M	\$680M
Investment	\$7M	\$7M
Equity for investment	40%	40%
Distribution	\$124M	\$272M
DPI	X17.7	X39
IRR	96%	131%





Experienced leadership team



Arnon Kraemer
Founder & CEO
Global multimedia expert.



Prof. Tal Carmon
CTO
Renowned physicist & optics innovator.



The Team



Noa Halevi
COO
Operational Expert.



Uri Feldman
Corp. Development
Business development and GTM expert.

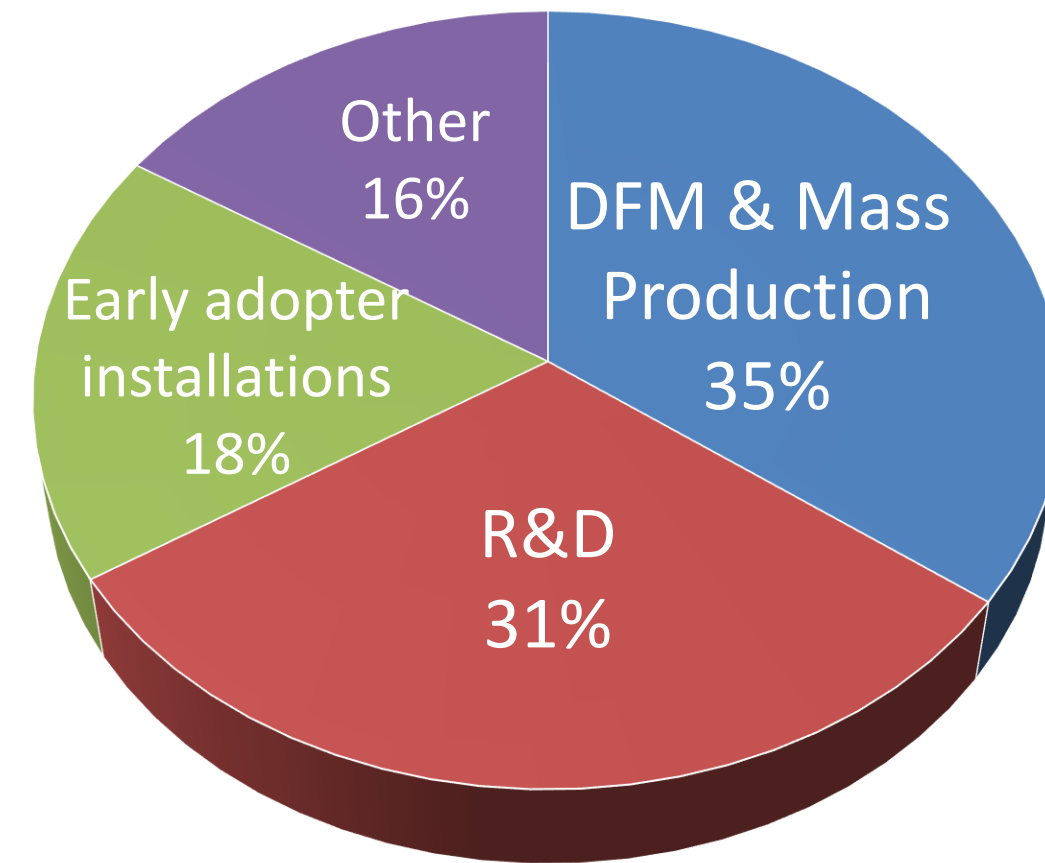


Strong advisory board with a proven tech track record



\$7M

Use of Fund



Why Us?

-  Lead the sustainable digital billboards revolution
-  Scalable, high margin business model with mass market potential
-  Strong projected growth and ARR streams



Digitile

Eco-dynamic
Biomimicry Billboards Technology

**Natural light,
Dynamic display.**

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