

BOARDVIEW'S

Happy Holidays

It's that time of year again when everything moves a bit faster and we all look forward to a bit of time off. Our arenas are packed with people especially towards the end of the month as schools break for the holidays and staff try to take some time off as well.

It's also of course a time to look back at the past year to see how we can improve on our performance for the year ahead.

All of us at BoardView would like to wish you a happy holiday season.



PRESIDENT'S NOTES

Technology has dramatically changed our ads over the past 30 years. When BoardView first stated we used vinyl colour charts that limited the colours that could be used on a sign. Even if a client required a different colour if it didn't exist in the book then it could not be reproduced.

The one major component missing on these ads was the ability to print proper logos and photographs. BoardView developed a method to do that and we were the first company of it's kind in the country to utilize that technology.

But the signs were still limiting in the creative that could be reproduced.



Ink jet production soon became available and that meant that we could now reproduce anything. A client could now be as creative as he would want to

DID YOU KNOW?

If you need to change a part of your ad there are cost effective approaches. Ask us for more details.

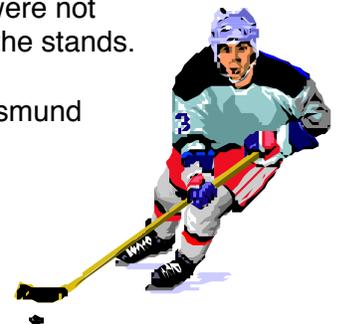
be and the signs reflected that.

The next step was to reproduce digital ads on the actual rink boards.

There was a process of backlit scrolling ads that became available but the expense was prohibitive and the projected image was dull.

The recent World Cup of Hockey took rink board signs to the next level by computerizing ads on the boards from one end of the ice to the other end. These ads could only be seen by the tv camera that was calibrated for it. They were not visible in the stands.

Jory Sigesmund
President



CLIENT UPDATE

Pickering has several new clients with a few ice pads now sold out. The clients are **Pickering Mitsubishi** and **Kia**

Pickering in Don Beer and Delaney, **Hopkins Auto Spa** in Don Beer as well as Whitby and Oshawa. **Ajax Optical** also purchased in Delaney. **Ajax Carstar** will be in

Don Beer with **Aire One East Heating & Cooling**, **All State Insurance**, **Ace Glass**, **Rogers** (large posters), **Brown's Home Heating & Air Conditioning**, **Ajax Pickering Rust Check**, and **My Insurance Broker**.

Tim Horton's added all ice pads in Guelph (4 signs)

and **Greg Wand of Coldwell Banker** joined them in both pads in West End. **Telus** will also be seen in two facilities in Guelph



PICKERING OPTICAL
2 for 1 EYE GLASSES
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905.839.9244
1360 Kingston Rd.

and 3 in Cambridge.

Travelodge expanded their buy into 2 more Cambridge arenas and one in Owen Sound.

The **Liuna 625 Union** has wrapped the Thames Campus Zamboni in Chatham. Also, in

Chatham will be **Valet Car Wash, Fahrhall** with 3 more signs including Tilbury along with **Kent & Essex Insurance**

who also purchased in Chatham.

Central Fairbank Lumber bought in King City and Nobleton, **Subway** in Alliston, **First Power**

Generators in East Gwillimbury, **Armeen's Cake & Bake Shop** in Mississauga, **Lisa Gretzky** in Windsor and **On A Bun** in Burlington.

CLIENT RENEWALS

Alliston renewals include **Domino's Pizza**, **Sun Life**, **Swiss Chalet** (also in Huntsville), **Boston Pizza**, **East Side Mario's**, **A New You Optical**, **Ernie Dean**, **Master Mechanic**, **La Belle Vie**, and **Investment Planning Counsel**. **Rick Nichols** continues in Chatham with **Mainstreet Credit Union**, **Travelodge**, and **Home Depot**. **Mrs 'A's** joined again in Bothwell while **O'Brien Robertson Realty** renews in Blenheim and **McFadden Heating and Cooling** in Dresden. Minden retains **Emerson Lumber**, **Churko Electric**, **Minden Hardware** and **Dairy Queen**. **Smileworks Orthodontics** joins again in Brampton with the **Dufferin Peel Catholic Teachers**, and **Liberty Tax**. Cambridge retains **Myers Family Dentistry** while **Boot & Blade** stays in Owen Sound. **Newmarket Inn** continues in East Gwillimbury with **Shanahan Ford** and **SWB Insurance**. Fort Erie keeps **Canadian Tire**, **Barb Scarlett of Century 21**, and **Comfort Inn**. **Ontario Power Generation** stays in Pickering as does **Grimsby Hyundai** in Grimsby, **BMO** in King City with **Anna Raeli of State Farm Insurance**. **Westside Physio**, **Eastview Physio**, and **Meridian** stay in Guelph. **Gary Betts of Remax** continues in Mississauga.



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