

# Biggest LED screen in East Africa switched on in Nairobi

Primedia OOH Africa recently launched a new Super-LED screen in the heart of Nairobi, Kenya's capital city and the economic hub of East Africa.



Primedia OOH Africa

The screen measures 12m x 9m, and is the largest to be installed anywhere across Kenya, Tanzania and Uganda. In fact, the screen is 33% larger than the 4.5m x 18m Super-LED screens found on the N1 and M1 Highways in Johannesburg and Centurion.

“Located on the busy Uhuru highway leading into the Nairobi central business district, just north of the University of Nairobi’s main campus, the Super-LED screen is a first for Kenya with its world class technology, reliability and innovative booking options,” said Patricia Menge, general manager for Primedia Kenya.

It is manufactured by the world’s premier LED manufacturer, Daktronics, a South Dakota based company whose screens appear everywhere from Piccadilly Circus to Times Square, and which has previously supplied many of the LED screens for events such as the Olympics.



The Super-LED went live on 8 September 2016, and offers an unprecedented opportunity for marketers looking for new opportunities in Nairobi. The city is home to more than 3.5 million people, thousands of Kenyan businesses, and more than 100 international companies and organisations, as well as one of Africa's largest exchanges - the [Nairobi Securities Exchange](#).

"The Super-LED's launch has been met with excitement by our clients both in South Africa and in Kenya," said Peter Lindstrom, sales executive for Primedia Outdoor. "The size, location and versatility offered by digital technology combine to

make this a fantastic inclusion to our East African holdings.”

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