

# ABOA

A new take on the advertising pillar

Advertising pillars are a staple in Germany's advertising space history, but during the last few years it was more and more noticeable that those pillars are not future proof. The corona pandemic made any advertising on those pillars unnecessary for several months and showed us a cold and unattractive side that can no longer be tolerated with the rise of needed space in the city of Mannheim. We believe in a smarter, more attractive and multi-functional solution that uses those spaces in a more effective way.

The ABOA is a new take on the advertising pillars that goes way beyond the advertisement capabilities of the predecessor. While keeping the base shape of a pillar, our new take contains functions and technology that breaks the cold and unassuming nature of advertising pillars. Noticeable at first glance are flower petal shaped solar panels on the top. Using photovoltaic, we collect the light emitted from the sun and convert it into electric energy. The positioning on top gives us the advantage that we can maximize the collection of light, we extend that by dividing the solar panels in multiple sections, so it can be movable according to the most ideal position to the sun.

