



# ERHAN

SIGNAGE AND  
MANUFACTURING  
SOLUTIONS

Since 1987, as Erhan Reklam, we have been offering our services to many major companies in the advertising industry. We have expanded our field of service in 2000 and started to offer services in the field of Address Information Plates. Meanwhile, we became the leader in Address Information Plates and Numbering sector thanks to our R&D investments, customer and market-oriented business model, technology-based production, and competitive strategies.

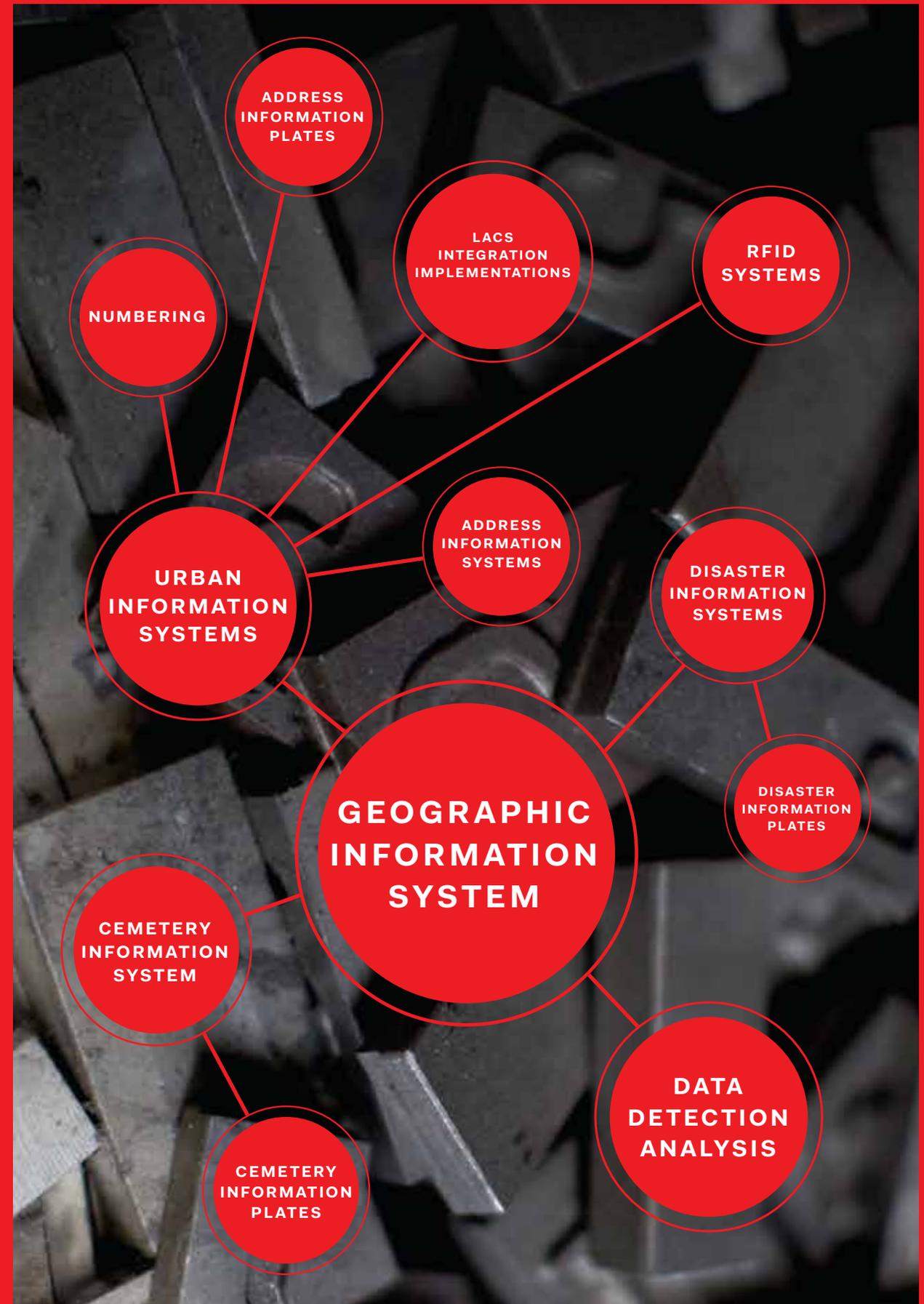
We work diligently to provide our patrons with the best service we can in Geographical Information System projects with our team of 150 people. We fulfill every need of our clients with our large, organized and professional team, our knowledge and experience, as we follow the technological developments closely.

While fulfilling our clients' needs, we adopt an "Absolute Customer Satisfaction" approach and we acknowledge a mission that prioritizes satisfaction over cost. Under Geographical Information Systems, we continue to offer services in the fields of Urban Information System, Disaster Information System, Cemetery Information System and Data Detection Analysis with the principle of offering the best quality service with an optimal cost. We are proud to have the largest production network in Europe and the Middle East in this sector.



# OUR SERVICES

We meet our customers' needs in the fields of Geographic Information Systems, Urban Information Systems, Numbering, Address Information Systems, Address Information Plates (Door Number Plates, Wall Plates, Direction Signs, Route Markers, Individual Unit Plates), RFID, Disaster Information Systems, Disaster Information Plates, Cemetery Information Systems, Cemetery Information Plates, Locational Address Coding System (LACS Integration Implementations) and Data Detection Analysis. We ensure our clients' satisfaction by designing creative projects, fault-free production, quick assembly, and maintenance.



# GEOGRAPHIC INFORMATION SYSTEMS

Geographic Information System is a computer-based system for mapping and analyzing any kind of existing or new data on earth. Geographic Information System uses a technology that combines common database operations such as querying, imaging, statistics, analyzing, and geographic analyzing of maps. All these features distinguish Geographic Information Systems from all other information systems and make it a substantial asset for planning strategies, forecasting results, explaining occurrences, responding to general and special operations. This system, which is named as GIS (Geographic Information System) all over the world, is being used effectively in the areas of urban planning, implementation of plans, and geographical monitoring of urban and estates for the development based local administration strategies.

## WHAT IS THE ROLE OF MUNICIPALITIES?

The first order of business for any local authority to undertake is the geographical location of a settlement, population, social conditions, availability of industry, tourism, agriculture, and trade etc. as means of living. The municipalities are the institutions that are most suitable for the use of Geographic Information Systems as they closely follow the socio-economic developments, estates and the structuring. An effective Geographic Information System solution consists components such as powerful software, seamless and fast restorable hardware, human factor, local data collection and method.



# CITY INFORMATION SYSTEM

City Information System is the city-based application of Geographic Information System.

This system stores spatial and non-spatial data in a computer with a certain technique, and processes and analyzes the stored information and enables administrations to implement their decisions.

With the City Information System, we provide a fast and beneficial way of reviewing the needed planning, infrastructure, engineering, basic services and management information to make optimal decisions to carry out urban activities smoothly.

We are able to produce sociological and demographical maps of the city, and we offer the opportunity to monitor the development of the city. Additionally, we are able to monitor the city's infrastructure data in graphics via computers and work in tune with the infrastructure services. Thanks to this service the nearest hospital, educational institution, official institutions, historical buildings and areas, religious facilities, health facilities, important business centers, hotels and police stations can be found easily and the information can be printed out effectively.

As Erhan Reklam, we also provide comprehensive inquiry and tracking using both graphical and verbal databases by using the City Information System.



We start working by making the necessary detections, getting access to the satellite photos, and we update the data after the field trip. We assemble the number plates of all buildings, roads and streets by numbering. We make use of technology in all the projects that we do. After the field detections, and scrutinizing the map to see whether it is up to date or not, we mark the out-of-date plates through a computer.

Having done the necessary field detections with our experienced crew we list entrances, and entrances with double entry, street-facing sides, and out-of-date numbers of all buildings and office premises. We transfer the data stored on the tablet computer to the central server via the Internet at the end of the day.

We produce and assemble new number plates with the approval of municipal authorities for the completed roads and streets.



# ADDRESS INFORMATION SYSTEM

In order the Address Registration System to be successful, the Numbering and Address Information System work must be whole and complete. Numbering and Address Information System work include the numbering of addresses on the field, hanging number plates, and processing all the addresses into the National Address System.

As being one of the biggest producers in the field of production and assembly of Address Information Plates, we carry out all these processes smoothly as well as domestic and international projects.

We produce and assemble most of the doorplates especially in İstanbul, İzmir, Mersin, and Kocaeli. We are happy to be one of the biggest firms of the sector in Europe and the Middle East thanks to our manufacturing speed and quality.

## ADDRESS INFORMATION PLATES

We offer our production and assembly services for Door Number Plates, Wall Plates, Direction Signs, Route Markers and Individual Unit Plates (Doorplates).



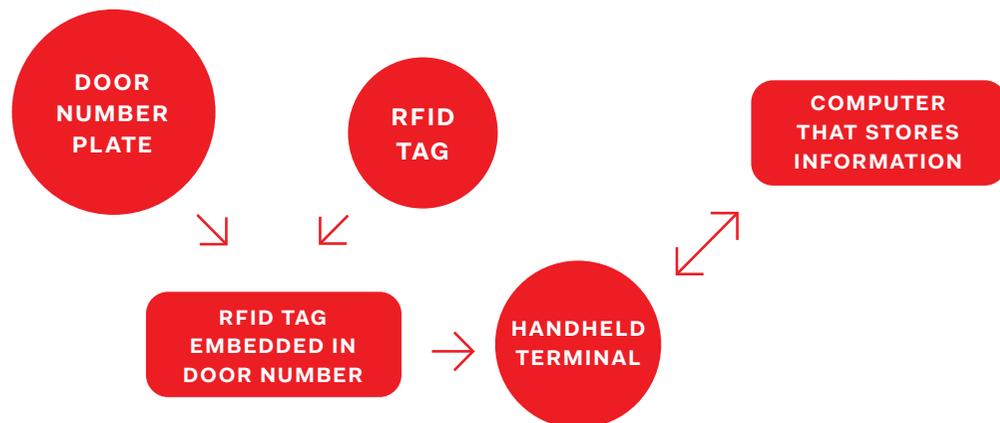
# RFID SYSTEM

Radio Frequency Identification (RFID) is a technology used to describe beings or objects by radio waves. The reader in the system allows the radio waves from the RFID tag to be converted into digital information and transferred to the computer system.

## WHY RFID?

With the help of RFID technology, doorplates are not just plates that show the number of a door anymore. We add an RFID tag onto the plate in accordance with the needs. Our authorized personnel who are on the field can reach the necessary information about the structure with a handheld terminal that can read RFID tags. When the RFID tag is scanned, the signal reaches the computer in the system. Depending on the barcode number entered on the computer, the information in the database about the structure is reflected on the screen. So the doorplate becomes something more than a door number plate that is just a number sequence, which only symbolizes the position of that building in the street.

## SCHEMATIC WORK STRUCTURE



# LACS INTEGRATIONS IMPLEMENTATIONS

We eliminate economic losses due to address difference by producing data on the quality and quantity of the current population based on settlements, and ensuring that address and population information are tracked from a single center.

With this application, we eliminate the additional cost burden of creating and updating electoral roll in census and population detection. Thus, we ensure that public services are carried out effectively and efficiently, public inspection mechanisms work more efficiently, and that all the organizations can work under a common e-Government structure within the framework of interoperability.

We have applied this project in Tekirdağ Muratlı, Tekirdağ Ergene, Tekirdağ Süleymanpaşa, Balıkesir Metropolitan Municipality and Kütahya Tavşanlı.



# DISASTER INFORMATION SYSTEM

Adapting technology to the plates with the Disaster Information System, we show our citizens where they need to congregate at the time of a disaster.

We create an identity card for each building. Mobile phones can scan the 2-d barcodes that show the maps for the assembly area.

## DISASTER INFORMATION PLATES

We carried out Disaster Information Plates project with Beşiktaş Municipality and İzmir Metropolitan Municipality.



# CEMETERY INFORMATION SYSTEM

With the Cemetery Information System, we cater for all kinds of information needs of our citizens visiting the cemeteries. Thanks to this system, our citizens who came to visit the cemetery can easily and comfortably find the place to visit by simply writing their first and last names through the interactive devices at the cemetery entrance. We provide information about the identity of the deceased, also a cemetery plan, and route information.

## CEMETERY INFORMATION PLATES

We manufacture perfectly and assemble the plates to be used in the cemetery.



# DATA DETECTION ANALYSIS

All the data belonging to the settlement areas are collected and matched with the graphical and non-graphical information, the querying and analyzes are made in Data Detection Analysis work. We update all buildings, and streets with our latest data detection application including Geographic Information Systems, Urban Information System, Address Information System and National Address Data Update.

The geographical information, construction date, functions, properties, construction quality, fuel type, heating system, home or workplace status of the projects prepared and buildings constructed in accordance with the "Outer Door Numbering Project" applied by İstanbul Metropolitan Municipality, ownership or tenant status, elevators, parking lot and occupancy situation can be easily detected with this application. In addition to these, the population structure of the county, and population of neighborhoods, employment structure, day and night population structure, labor force characteristics and sectoral distribution can be determined. All this updated information is archived on the computer and we provide the fastest and the right information to the people of the district with satellite photos.

Thus, citizens needn't wait for tax and zoning operations, and for address-based procedures in official institutions.



- Dimensions ;
  - 1480(D) x 2800(W) x 2780(H)mm
  - 1480(D) x 4100(W) x 2780(H)mm
  - 1480(D) x 6855(W) x 2750(H)mm
- 10 mm tempered glasses
- 4 mm solid roof with UV protection
- Sitting bench made of galvanized sheet
- Support posts are galvanized and electrostatic powder coating
- IP65 Waterproof electrical installation
- CE, ISO certificates for all raw materials

#### OPTIONS

- Aluminium time table
- Power lighting with led system
- RAL color option
- Advertising boards (CLP) for 4100 (B) and 6855 (B) with visual area of 1185x1750 mm - 2 or 3 pieces



- Dimensions: 1480(D) x 4100(W) x 2780(H) mm
- 1 advertising board (CLP) with visual area of 1185 x1 750 mm
- 10 mm tempered glasses
- UV protected 4 mm solid roof
- Sun and rain protected bench
- Carrier struts stainless box profile (ST 304)
- IP65 Waterproof electrical installation
- CE, ISO certificates for all raw materials

#### OPTIONS

- Aluminium time table
- Power lighting with led system
- Double sided banner changer system

- Dimensions : 1550(D) x 4000(W) x 3000(H) mm
- Aluminum composite panel and the roof rock wool
- Support posts are galvanized and electrostatic powder coating
- 10mm tempered glasses
- 1 advertising sign (CLP) 1185 x 1750 mm
- Air conditioning
- Photocell door

**OPTIONS**

- Power lighting with led system
- Single or double sided banner changer system
- RAL color option
- Push button door



- Dimensions: 1550(D) x 4000(W) x 3000(H) mm
- Aluminum composite panel and the roof rock wool
- Carrier posts and coatings are made of stainless metal
- 10 mm tamper glasses
- 1 advertising sign (CLP) 1185 x 1750 mm
- Air conditioning
- Photocell door

**OPTIONS**

- Power lighting with led system
- Single or double sided banner changer system
- RAL color option
- Push button door

# BILLBOARD FIXED

- Visual field: 3500 x 2000 mm
- 80 x 120 mm steel profile leg
- One-sided advertising showcase
- Poster area: 6 mm water counter made of exotic wood
- Galvanized and electrostatic oven painted metal profiles
- Aluminum frame width of 110 mm
- CE, ISO certificates for all raw materials

## OPTION

- 100 x 150 mm thick profile leg
- 140 mm aluminum frame width
- Lighting system (Fluorescent / Power Led)
- IP65 Waterproof electrical installation
- Double-sided ad slot
- RAL color option



- Visual field: 3500 x 2000 mm
- 100 x 150 mm galvanized and electrostatic oven painted foot
- Advertising display with illuminated banner changer
- 6 mm tempered glasses
- Shock absorber cover system
- Hidden lock system
- Rubber wick material between cover and body
- Aluminium frame
- 200 mm case width
- 3 banner rotating capacity
- CE certificated fluorescent
- IP65 Waterproof electrical installation
- CE, ISO certificates for all raw materials

## OPTIONS

- Power lighting with led system
- RAL color option

- Visual area: 2200 x 3200 mm - 7 m<sup>2</sup>
- Visual area: 3450 x 2450 mm - 9 m<sup>2</sup>
- Foot: 300 x 610 x 2500 mm
- ALM case
- Galvanized and electrostatic painted
- 8mm (4+4) laminated glass
- Shock absorber cover
- Hidden lock
- CE certified fluorescent
- Double sided banner changer system
- All raw materials are CE, ISO certified

#### OPTIONS

- Power lighting with led system
- Double sided banner changer system
- Different foot models
- RAL color option



- Visual area: 2,2 x 3,2 m - 7 m<sup>2</sup>
- Foot: 300 x 610 x 2500 mm
- ALM case
- Galvanized and electrostatic oven painted
- 8mm (4+4) laminated glass
- Shock absorber cover
- Hidden lock
- 3+3 banner rotating capacity
- CE certified fluorescent
- All raw materials are CE, ISO certified

#### OPTIONS

- Power lighting with led system
- Double sided banner changer system
- Different foot models
- RAL color option

- Visual field: 4000 x 8000 mm
- Visual field: 3000 x 6000 mm
- Foot: Double
- Aluminium frame
- Advertising display with illuminated banner changer
- Galvanized and electrostatic oven painted foot
- 6mm tempered laminated glass
- CE certificated fluorescent

## OPTIONS

- Power lighting with led system
- RAL color option



- Visual field: 2700 x 16000 mm / 12000 mm
- Visual field : 3000 x 16000 mm
- Electrostatic oven paint with RAL options
- Aluminium frame : 110mm
- Poster space: marine plywood
- Outdoor Led Lighting with Power Led System
- Single or double sided poster area
- Seamless visual area

# LED DISPLAY

- Smooth high resolution thanks to LED modules
- Indoor / outdoor use
- Uninterrupted broadcast
- Framed / Pedestal
- TV or PC thanks to the Internet
- Galvanized and electrostatic oven painted
- All raw materials are CE, ISO certified

## OPTIONS

- Double-sided
- Different foot models
- Wall mount
- RAL color option



- High : 10 mt (without pole)
- Advertising space: 72m<sup>2</sup>
- Double side
- Open space, day and night flowing or congested traffic, can be seen from every angle has advertising space.



- Visual field: 1185 x 1750 mm
- 3+3 banner rotating capacity
- Single or double sided illuminated advertising display
- 3 mm white light transmissive pull plexi poster area
- 5 mm tempered glasses
- Shock absorber cover system
- Hidden lock system
- Rubber wick material between cover and body
- Aluminium frame
- 190 mm case width
- 4 pcs CE certificated fluorescent
- IP65 Waterproof electrical installation
- All raw materials are CE, ISO certified

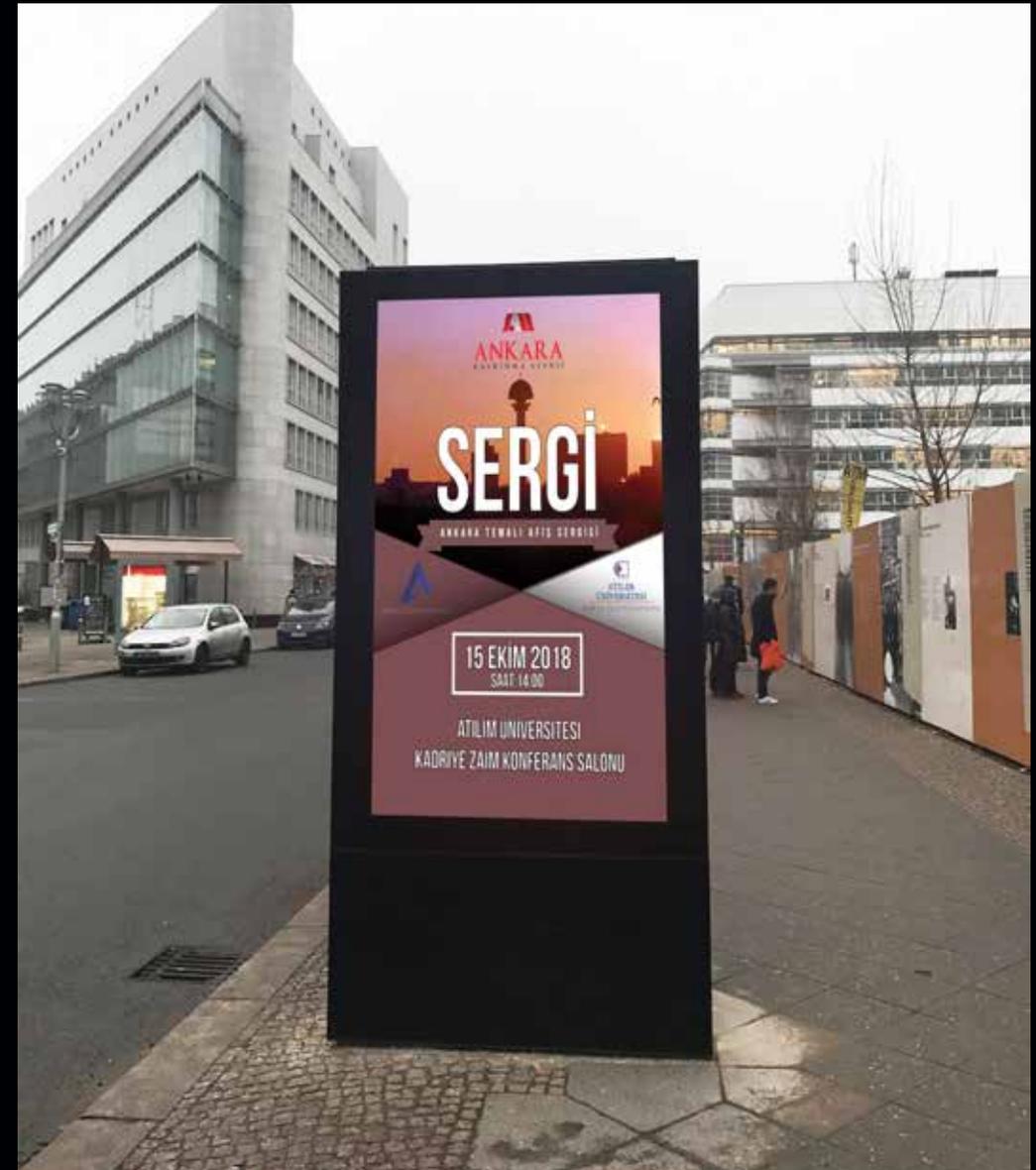
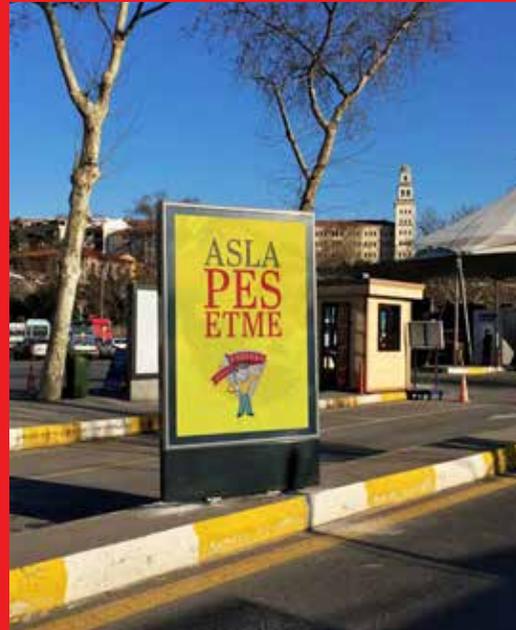
#### OPTIONS

- Power lighting with led system
- Single or double sided banner changer system
- RAL color option

- Visual field: 1185 x 1750 mm visual field
- Single or double sided illuminated advertising display
- 3 mm white light transmissive pull plexi poster area
- 5 mm tempered glasses
- Shock absorber cover system
- Hidden lock system
- Rubber wick material between cover and body
- Aluminium frame
- Case width 160 mm
- 4 pcs CE certificated fluorescent
- IP65 Waterproof electrical installation
- All raw materials are CE, ISO certified

## OPTIONS

- LED time / date / temperature display
- Power lighting with led system
- Single or double sided banner changer system
- RAL color option



- LED display modules varying sizes
- TV broadcasting via PC or internet
- Single or double sided flow
- Indoor / Outdoor
- High resolution

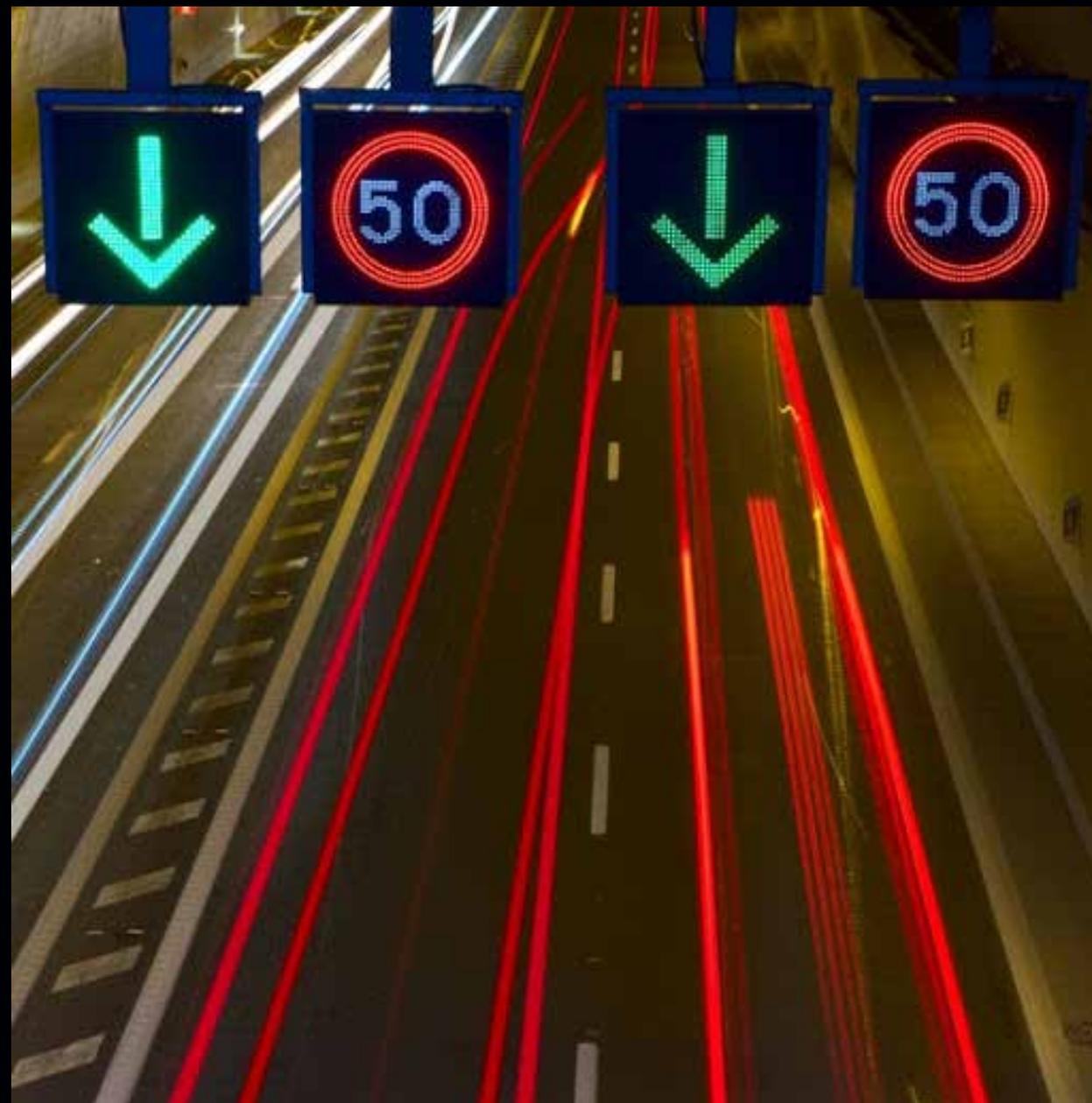
- 90 x 250 cm visual area
- Easy mounting to electric poles thanks to the apparatus
- Very fast and easy poster application and exchange thanks to shafts and elevators
- Galvanized steel outer body, clamp 40x40 mm 4 pieces for each apparatus
- 7sec fast poster change thanks to elevator
- Visual change from 1 mt
- Application security



- 1185 x 1750 mm 6 visual fields
- 4500 height x Ø 1500 mm
- Three sided interior illuminated advertising showcase
- 4 mm heat insulated 3 transparent solid sheets
- Shock absorber cover system
- Hidden lock system
- 103 mm wide aluminum frames
- Power lighting with led / fluorescent

# VARIABLE MESSAGE SERVICE (VMS)

- Variable Message Signs (VMS) are the key elements of Intelligent Transportation Systems (ITS) applications.
- VMS stimulates traffic congestions, accidents, incidents, roadwork zones or speed limits in highway and urban areas.
- VMS are used to inform drivers alternative routes, travel time, speed limit, location of incidents and traffic congestion as information panels. The versatility of Variable Message Signs makes them suitable for providing traffic information for a variety of situations including emergencies and road closures.
- VMS are built with long life LED technology that improves the visibility in all types of weather. Through the use of a solar sensor, the brightness can be adjusted for both clear day and night viewing. Other benefits include increases in safety, lower stress levels, better decisions and mobility.
- VMS offers Tailor-Made Solutions. VMS products use highest optical ratio and avoid reflection all compliance with EN12966 standards.



# OVERHEAD DIRECTION SIGNS

## RETROREFLECTIVE PRISMATIC

Super High Performance Reflective Materials are used. Reflective Materials pass the Laboratory Tests flawlessly and are manufactured in accordance with the Highways Standards.



- Produced in accordance with TS EN 12899 norms.
- ISO 9001: 2000 quality certificate assurance.
- Produced from aluminum twisted plate.
- Prismatic H1 and DG3 are covered with 3M brand retro reflective material to increase night visibility.

It is produced by coating the reflective material on 2 mm galvanized sheet. Thanks to the reflective reflections at night by reflecting the headlights are provided. It is used not only in the city, but also as warning signs such as entry-exit, maximum speed and bump in parking lots. The plates produced in highways standards are produced in different sizes for special projects. Sheet thickness is usually 2 mm, 1.5 mm, 1.2 mm can be produced. Triangle, round, circle, square and rectangular plates are used. The type of reflective used is Type 1 (Normal Performance) material. Omega poles are mounted with nuts and screws. All kinds of pipe poles are mounted with the help of clamps.



Size : Standard

Material : 2 mm Galvanized Sheet

Sheet Reflective : Normal Performance

Installation : Suitable for Omega Pole

Product Types:

Round Traffic Sign (60 cm)

Square Traffic Sign (60 x 60 cm)

Triangular Traffic Sign (90 cm)

Triangular Traffic Sign (75 cm)

Rectangular Traffic Sign (50 x 75 cm)

Octagonal Traffic Sign (75 cm)

Octagonal Traffic Sign (60 cm)

Rectangular Traffic Sign (30 x 100 cm)

**ERHAN REKLAM VE MATBAACILIK  
TANITIM HİZ. SAN. VE TİC. LTD. ŞTİ.**

Topçular Mahallesi Hacı Eşref Sokak No: 8

34055 Eyüp İstanbul Turkey

**T:** +90 212 532 74 87-88

**F:** +90 212 532 47 94

[info@erhanreklam.com.tr](mailto:info@erhanreklam.com.tr)



SCAN  
THE QR CODE  
FOR MORE  
INFORMATION