

PRESS RELEASE

FOR IMMEDIATE RELEASE

July 2025



VueTronic Delivers a Digital Superboard on Highway 2 – the corridor that connects Edmonton & Calgary

Partnership with Joint Economic Development Initiative (JEDI) of Wetaskiwin County, Alberta

EDMONTON, AB – **VueTronic**, Western Canada’s leading LED display provider, is excited to announce the launch of a major new digital supersized billboard in partnership with the Joint Economic Development Initiative (JEDI) of Wetaskiwin County.

Located just north of the intersection of Highway 2 and Highway 616, this **14’ ft. x 48’ft.** digital superboard is now fully operational—delivering over **33,000 daily impressions** to passing traffic on-rout to Calgary. The project is a 50/50 joint venture between **VueTronic** and JEDI, **created to stimulate local and national business visibility and generate long-term revenue for the region.**

“This project shows what’s possible when technology and economic development work hand in hand. We’re proud to help communities grow with powerful visual tools like this,” said **Bill Shepansky**, Co-Owner of **VueTronic**.

VueTronic handled the complete design, fabrication, and installation of the sign, leveraging its proven expertise on major projects such as the Commonwealth Stadium in Edmonton. As with all

VueTronic displays, the billboard was fully assembled and tested in Alberta, ensuring industry-leading performance in local weather conditions.

“VueTronic brought serious expertise and professionalism to the table. **This billboard is a game-changer for our region,**” added **Josh Bishop**, Reeve of the County of Wetaskiwin.

The sign is already promoting local events and businesses while acting as a modern economic driver for the area. The cost of the sign, its installation, and all ongoing operations are shared equally by **VueTronic** and JEDI.

About VueTronic: **VueTronic** is Western Canada’s premier provider of engineered LED display solutions. This includes Stadiums, towering roadside Superboards, Billboards, Scoreboards, Pylons, Wall-mounts, 3rd Party DOOH partnerships, Municipality signage and more. **VueTronic**, a 100% Canadian owned, Operated, Manufacturer, delivering systems that combine performance, reliability, and visual impact that’s built to withstand our extreme Canadian climate. When you need a reliable, high-performance digital display partner, trust **VueTronic** to elevate your digital signage game. www.vuetronic.com

To learn more about VueTronic and our LED displays, visit www.vuetronic.com.

CONTACT INFO:

Local Advertising: The Leduc, Nisku, Wetaskiwin Regional Chamber of Commerce is partnering with JEDI to offer Chamber members exclusive discounted rates on advertising. Through this partnership, the Chamber will handle ad sales and coordinate placements with JEDI, providing members with a valuable opportunity to boost their visibility and promote local business growth. To advertise your business or event on the sign contact info@yourchamber.ca.

National Advertising: Contact Vendo Media Sylvio@vendomedia.ca

Digital Board Partnership:

To discuss a Digital Board for your area and/or partnership with advertising
Contact: Bill Shepansky, VueTronic Co-Owner & LED Digital Display Expert
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