Digital Window Display Grabs Attention at Sea-Air-Space



A Grabb-It-equipped car sponsored by Lockheed Martin outside the Gaylord National Resort & Convention Center, which hosted Sea-Air-Space 2019. Lisa Nipp

NATIONAL HARBOR, Md. — Grabb-It is turning car-windows into visual displays, grabbing not only the attention of occasional passersby, but their data as well.

Four cars lined up in front of the Gaylord National Resort & Convention Center, which hosted Navy League's Sea-Air-Space 2019 exposition, showed off the start-up company's digital display windows for their client, Lockheed Martin. Video of the F-35 Lightning II joint strike fighter covered the back-right window of the front car in the display — as if the window was replaced by a computer monitor.

"We usually park the cars in strategic locations to showcase whatever creative content they want to show or whatever call-to-action they want to showcase," a Grabb-It employee working the display said.



Another view of a Grabb-It-powered car on display at Sea-Air-Space on May 7. Lisa Nipp

But the potential of Grabb-It's display technology isn't limited to advertising, according to the employees at Sea-Air-Space display. "It actually pings people's devices while [the cars] are out in the city," one employee said. "There are sensors you can put on them to get a

bunch of
data as they are driving around.” As in more specific data than a cellphone
tower can provide.

The employees also pointed out their clients have crossed into various industries from banking to music and now defense, hence their presence
at the Gaylord for Sea-Air-Space.

“That’s the interesting part about it. It’s
something relevant to all kinds of industries, not just advertising or media,” one
employee said. “I never expected to be working with Lockheed Martin.”