HYGH Time for DOOH progress - Pre Security Token Offering has been launched

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Some industries change rapidly while others take their time to adapt to new technology. Traditional advertising, specifically traditional OOH (out of home) advertising, still conjures Mad Men style images of cigarette holding, suit-wearing men strategizing billboard ad copy. As many industries continue to dive deep into digital, advertising is actually keeping pace. DOOH (digital out of home) advertising is expected to continue to see major growth as these trends continue. With more and more screens popping up, the old school business model will soon be struggling to keep up.

Currently, to be able to purchase DOOH advertising, having an extensive capital and long lead time is expected. Due to these barriers, connecting owners of public displays with advertisers in a peer-to-peer fashion seems to have lots of potentials. And this is where the HYGH platform comes in: to empower everyone to become an advertiser, regardless of advertising competence, budget, or/and company size. The HYGH player turns any screen into highly flexible ad space, be it a tablet located at a convenience store checkout, a TV in a small shop window or a professionally mounted outdoor billboard in Times Square. Not only they plan to revolutionize the advertising industry, but also the way to invest in it.

As of today, HYGH's Pre Security Token Sale is running, giving investors a 9% share of their revenue and therefore, allows them to explore this emerging funding model. This has the potential to be particularly interesting for first-time crypto investors because the main risks associated with ICOs are reduced.
The timing is ideal to get the best offer during the First Pre-Sale Round at a 40% discount. This is the only time to purchase HYGH Tokens at 0.03$ instead of 0.05$ with ETH, BTC, USD, and EUR. Investors who participate in the pre-sale can benefit from the lowest entry prices to the HYGH Security Token and then sell HYGHer once it will be listed on the exchanges. In addition, HYGH has been officially recognized as a security token by FINMA (Swiss Financial Market Supervisory Authority).
To invest, users should simply register and fill out their KYC. On top of any investment, HYGH is offering a bonus of 5% until 24th January. But also, for those interested in other alternative ways of earning tokens, HYGH also offers a bounty program just by signing up.

The goal of democratizing the advertising industry is something that HYGH truly cares about. For more information check out their timeline to stay ahead of the DOOH Advertising industry:

January 2019: Launch Pre Security Token Offering

April 2019: Final product launch and full support with all major devices

End of 2019: Launch the app and enable live streaming

2020: 150,000 screens in the network Alternatively, they can decide to hodl the tokens and receive a quarterly payout of 9% of the revenue that is generated through the HYGH platform after taxes.

It is HYGH time to talk about and invest in DOOH progress.

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