



OMNI Signage & Labelling

Unmissable visibility for critical assets. All day. Every angle.

**identimark
group**

Protect what matters.

Make sure your assets are seen.

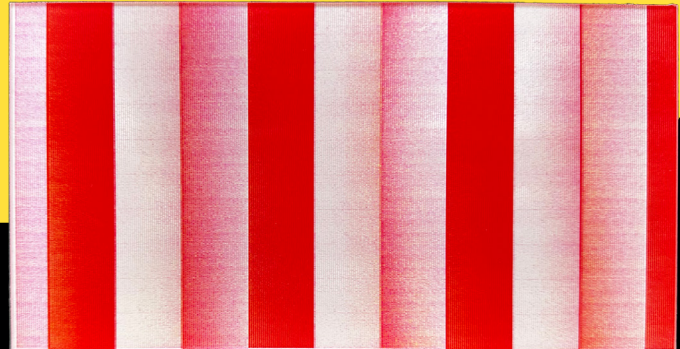
Unmissable visibility.
Reduce accidents.
Patented innovation.

Invisible assets and signage are accidents waiting to happen.

Traditional reflective signage only works at night or under specific lighting conditions.

During daylight or in visually cluttered environments, critical infrastructure like poles, transformers, hydrants and cabinets can be easily overlooked.

This risks costly accidents, fires, public safety hazards and unnoticed damage. You can't afford for critical assets to go unnoticed.



Patented Lenticular Technology

OMNI uses lenticular lenses to shift visual messaging dynamically as viewers move, ensuring clear visibility from every angle, at any time.

All-Day Visibility

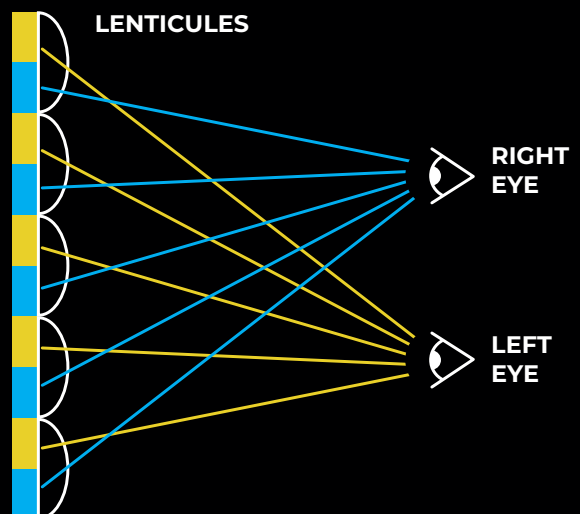
Independent of external lighting conditions.

Movement-Based Alerting

Attention-grabbing from all angles.

Reduced Accidents

Significantly enhances safety around critical assets.



With a lens density of 15 LPI and an effective viewing angle of up to 50°, OMNI captures attention by creating visual shifts as you move.

Versatile Applications

Designed for Critical Infrastructure

- ▶ **Power Poles & Transformers**
- ▶ **Telco & Fibre Cabinets**
- ▶ **Fire Hydrants & Rail Control Units**
- ▶ **Kiosks & Industrial Assets**

It is particularly effective for:

Low-mounted or ground-level assets that are easily overlooked. Sites with no permanent lighting. Rural or high-traffic areas with increased risk of vehicle or equipment strikes.



Fully Customisable & Easy to Install

Customisation

Tailor with specific logos, messages and colours.

Multiple Mounting Options

Adhesive or mechanical fastening.

Rapid Installation

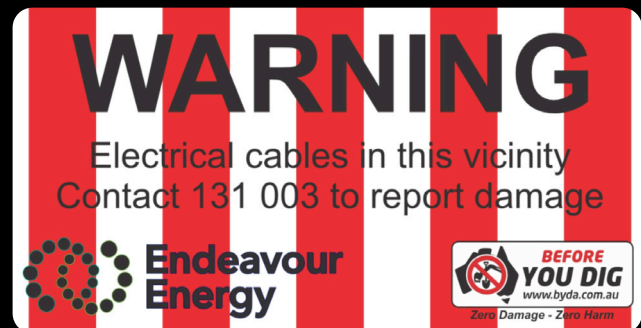
Easy and quick to set up.

Zero Interference

Complete accessibility for asset maintenance.

Fully Compliant

Meets all relevant industry safety standards.



Custom OMNI artwork featuring red-and-white lenticular stripes with integrated warning and contact messaging.

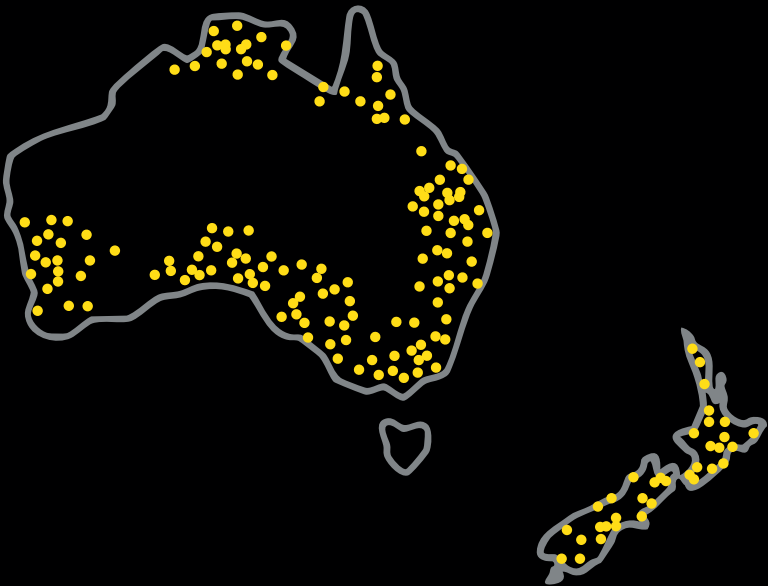
Contact Identimark today for samples, technical details or to discover how OMNI can safeguard your critical infrastructure.

Scan to see OMNI in action. →



Identimark is trusted by

- | | |
|-------------------|----------------|
| APA | LightsourceBP |
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| ElectraNet | Monford |
| Western Power | RJE |
| Energy Queensland | Pacific Energy |
| Transpower | Metka |
| PowerCo | EGN |
| Zinfra | Enerven |
| Ventia | Aggreko |
| Downer | Juwi |
| UGL | Elecnor |
| Bouygues | and more... |



Our Promise

Make it easy

We are driven by the belief that simplicity empowers progress.

Make it happen

Accountability and action are at the core of what we do.

Make it the best

Excellence is our standard and we go above and beyond to achieve it.

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