

LED Truck Media Brings 3D Anamorphic Advertising to Major US Markets

The first 3D LED truck fleet delivers glasses-free anamorphic campaigns across New York, Los Angeles, Las Vegas and Miami.

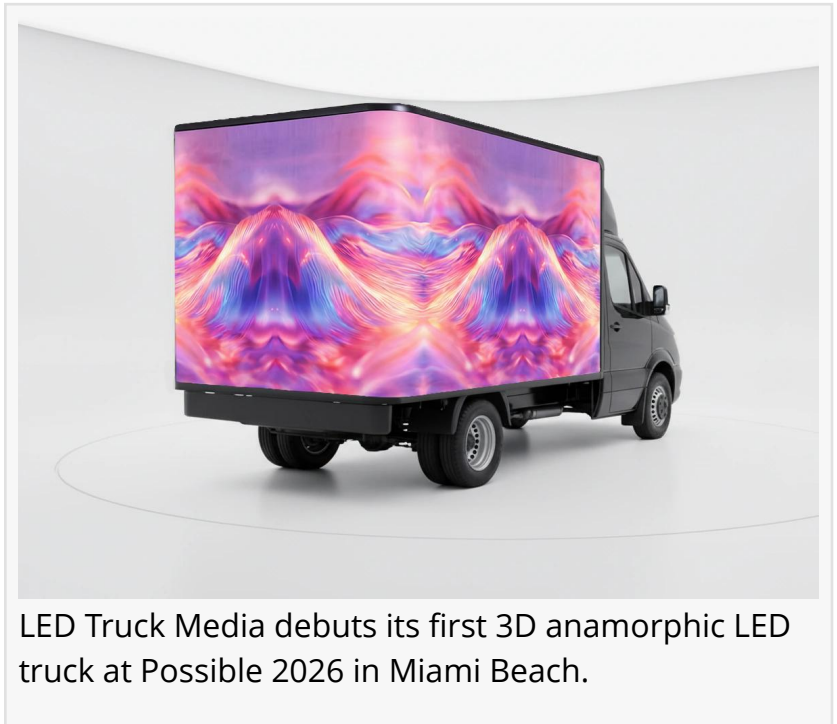
MIAMI, FL, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- LED Truck Media, the mobile out-of-home company behind the first 3D LED truck, is expanding its anamorphic fleet into New York, Los Angeles and Las Vegas, bringing glasses-free three-dimensional advertising to the streets of the largest media markets in the United States.

Anamorphic 3D content uses forced-perspective rendering to make objects appear to break free of the screen. The technique has produced some of the most widely shared outdoor campaigns of recent years, but until now it has been confined to fixed installations in a handful of locations such as Times Square, Tokyo and Seoul. LED Truck Media's fleet makes the format mobile.

That distinction matters for media planners. Fixed 3D inventory is scarce, expensive and booked months ahead. A 3D truck can be positioned directly outside a stadium on game day, at a conference entrance, in front of a retail flagship, or along a parade route, then relocated the same afternoon. Brands are no longer waiting for a screen to become available in the one neighborhood where the format exists.

The company debuted the vehicle at Possible 2026 in Miami Beach in April, where it was covered by industry publication OOH Today. No glasses or app are required for viewers, and the effect is designed to read on camera, which makes the format a natural fit for campaigns built to generate social video alongside street-level impressions.

"Anamorphic 3D stops people mid-stride in a way flat creative simply does not," said Jonnathan



LED Truck Media debuts its first 3D anamorphic LED truck at Possible 2026 in Miami Beach.

Trillerras, CEO of LED Truck Media. "The limitation was always that you had to bring your audience to the screen. We inverted that. Now the screen goes to the audience, and it goes wherever the campaign needs it."

The expansion builds on a period of rapid growth for the company, which was named to the 2026 Inc. Regionals Southeast list of the fastest-growing private companies in the southeastern United States.

The 3D fleet operates alongside the company's existing [LED truck advertising](#) inventory, which covers more than 27 US markets including New York, Los Angeles, Chicago, Miami and Dallas. LED Truck Media offers [3D truck advertising](#), [mobile billboard advertising](#), hyperlocal targeting, experiential activations, and custom LED truck manufacturing for operators building their own fleets.

Campaigns are supported by GPS tracking and engagement reporting, allowing advertisers to verify routes, dwell time and impression delivery.

The company has positioned the 3D fleet for high-density event advertising through the remainder of 2026, including the Formula 1 season and the November midterm election cycle, where mobile inventory allows advertisers to shift placement by district and news cycle rather than committing to fixed locations weeks in advance.

Availability for the New York, Los Angeles and Las Vegas markets is open now.

About LED Truck Media

LED Truck Media is a mobile out-of-home advertising company headquartered in Miami, Florida, operating LED billboard trucks across more than 27 US markets and internationally. The company launched the first 3D anamorphic LED truck in 2026 and was named to the 2026 Inc. Regionals Southeast list. Services include mobile billboard campaigns, 3D anamorphic advertising, hyperlocal targeting, experiential marketing, and custom LED truck manufacturing.

For more information, visit <https://ledtruckmedia.com>

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