Interactive Digital Wall Displays
JCDecaux Airports

Overview

JCDecaux offers some of the most unique interactive branding opportunities available in airports anywhere. These large-format displays are specifically designed to engage travelers in several key airports within our portfolio.

These larger-than-life media walls are highly customizable multi-sensory platforms providing education, entertainment and an unforgettable branding experience to every user. Travelers are initially captured by the scale of the wall display; once engaged, they are prompted to explore the wall using multi-touch technology that allows for a limitless number of people to “play” over the course of the installation.

Interactive Digital Wall Displays are always located in high-traffic areas of the airport in order to stop passengers in their tracks, draw a crowd and entice these travelers to learn more about an advertiser’s brand.

These high-tech displays are currently available in 5 major airports:

<table>
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<th>DMA</th>
<th>Airport</th>
<th>Number of Displays</th>
<th>2013 Annual Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>JFK</td>
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<td>1</td>
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</tbody>
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CASE STUDY:
IBM Smarter City Campaign

At American Airlines’ Terminal 8 in John F. Kennedy International Airport, IBM’s Smarter City Campaign provided one of the first-ever multi-touch systems in an airport environment. This custom-designed digital wall included multiple levels of user engagement.

Over the course of the ground-breaking 15-week display, there were nearly 20,000 touch triggers, nearly 38,000 video plays, and over 174,000 gesture activations.

Benefits

- Larger-than-life canvas is impossible to miss
- Interactive media invites endless creative
- The Prestige Digital Network – cutting-edge technology provides advertisers the ultimate creative flexibility possibilities; an exceptional format for games!
- Full motion advertising attracts the eye, encouraging audience participation
- Custom displays can be equipped with audio, video, gestural technology, multi-touch technology (allowing for a limitless number of users) and SMS call to action
- High-traffic locations and airport pulse points guarantee 100% coverage of travelers
- Digital system allows real-time updates and instant creative changes
- Proprietary in-house campaign analytics tracking system allows advertisers to record all levels of engagement

Specifications and Rates

Rates and specifications vary depending on market and complexity of execution. Please contact your JCDecaux representative for more information.

To view an Interactive Digital Wall Display click below: