



# Interactive Digital Display at PABT

## Overview

JCDecaux now offers a large-format interactive display at Port Authority Bus Terminal (PABT). This nearly 8-foot tall digital touch screen wall is located in the south terminal of the world's busiest bus station.

This fully-interactive digital display allows advertisers to engage with commuters who are traveling in and out of PABT. This digital wall combines multi-touch technology, gesture triggered activation, audio, video and a text to mobile 'call to action'. This form of interactive advertising provides entertainment while telling a story about your brand.

## PABT Station Facts

- Located in the heart of Time Square in Midtown Manhattan
- Serves over 200,000 passengers per day
- Provides bus services to New Jersey, New York's Rockland and Orange Counties, Connecticut, and Pennsylvania
- Offers commuters an array of dining and retail options, financial and postal services, and much more!



## Case Study

IBM showcased its Smarter City Campaign at American Airlines' Terminal 8 in John F. Kennedy International Airport on a similar multi-touch display.

- 15 week campaign
- 20,000 touch triggers
- 38,000 video plays
- 174,000 gesture activations

## Linked LCD System Details

- 9 (46") linked LCD screens
- System size 7.5'h x 12'w
- System Resolution 1920 x 1280 & ratio 16:9

## Rates and Production Costs

Rates and production cost vary based on the complexity of the creative content. Please contact your JCDecaux representative for details.

To view the IBM Smarter City Digital Wall Display click below:

