

JCDecaux

**DIGITAL  
INTERACTIVE  
EXPO**



July 12th-23rd

JOHN F. KENNEDY INTERNATIONAL AIRPORT



# Digital Interactive Expo

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## CONTENTS

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- About the Expo
- Sprint Media Wall and MiFi Hotspot
- IBM Smarter City Interactive Digital Wall
- Digital Brand Experience
- Accenture Interactive Wall
- Prestige Digital Network
- Rolex Clocks
- Samsung Mobile Charging Stations
- Panasonic High Definition Plasma Display
- Emirates World Cup Sponsorship Exhibit



# Digital Interactive Expo

John F. Kennedy International Airport  
Terminal 8, July 12 - 23, 2010

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## About the Expo

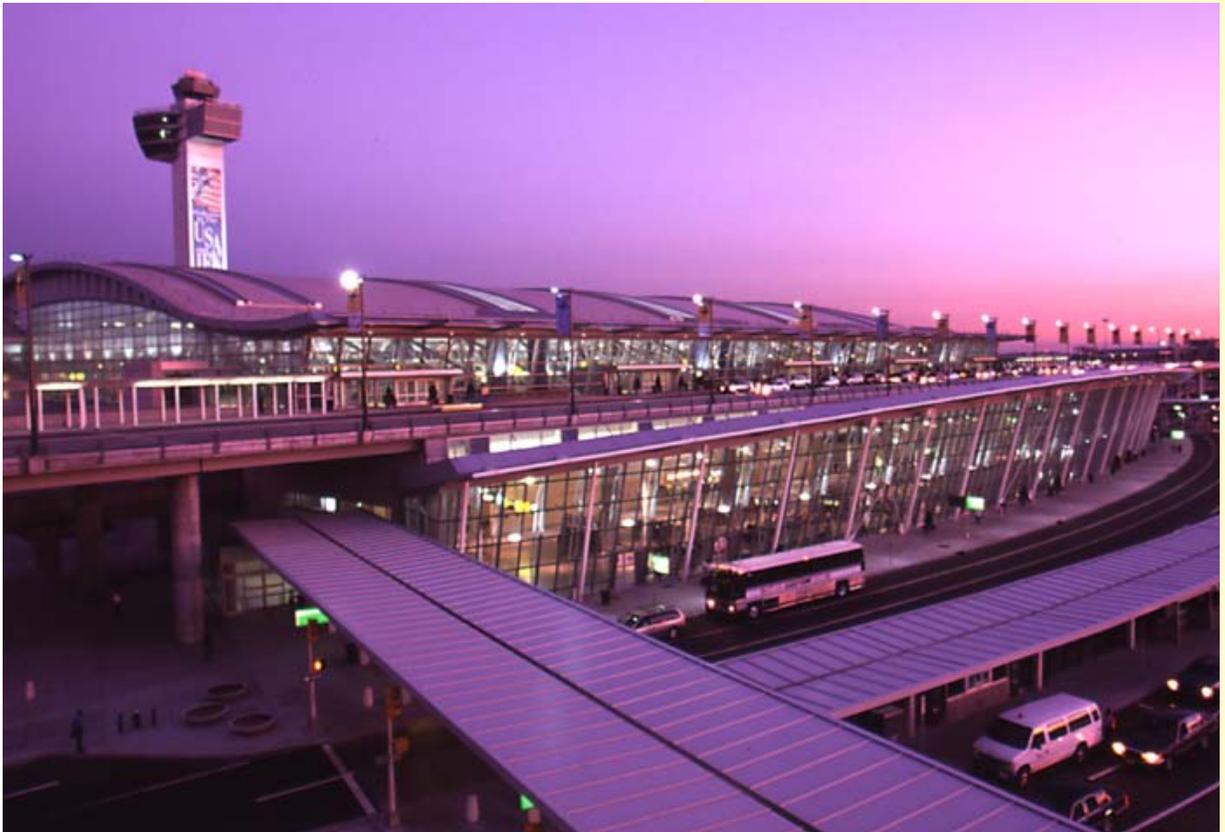
JCDecaux has made American Airlines' Terminal 8 at JFK a showcase for cutting edge digital media and interactive displays that are making a huge impact with the traveling public. Nearly 8 million passengers traveled through this Terminal in 2009.

Our Digital Interactive Expo is a one-of-a-kind event that exhibits several award-winning interactive programs developed and designed by JCDecaux and a wide range of blue chip advertisers. We are holding this Expo to share with you how creative content is marrying technology to deliver tomorrow's media platforms.

On view are arresting, forward-thinking programs from global brands such as Accenture, ExxonMobil, IBM, Rolex, Samsung and Sprint. Each one of these advertisers recognizes the importance of providing a valuable service to the airport audience and does so in compelling ways utilizing the best that technology has to offer.

We hope you will be inspired by these campaigns as much as we are!

For more information on any of the exhibits featured in the Expo, please contact Bob Cilia at:  
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# Sprint Media Wall and MiFi Hotspot

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## Overview

Sprint's Media Wall and MiFi Hotspot provides travelers with a branded lounge environment where they can sit down post-security and access MiFi connectivity at no cost. This high-tech respite consists of contemporary seating that is protected by a huge curved video wall featuring a larger-than-life video display of the Sprint Now Network homepage.

## Objective

By providing travelers a place to connect up to 5 devices simultaneously in an otherwise harried airport environment, Sprint secures their position as the leader in wireless technology. Purposely located steps away from the TSA checkpoint and overlooking retail stores, restaurants and high-traffic areas, the Sprint Media Wall draws travelers in and gives them a taste of multiple-access connectivity before they head to their gates.

## Why is this program unique?

This Sprint MiFi Hotspot allows up to 5 WiFi enabled-devices to hook in to their 3G network at the same time under an umbrella of high-speed connectivity. Located in a high-profile area of airport real estate, the Sprint Media Wall was designed exclusively to provide travelers with a highly coveted service while enrobing them in the Sprint brand.

## Technical Specifications

- MiFi allows up to 5 devices to connect to Sprint's 3G network
- Features a 6' table, 5 contemporary chairs, and floor graphics, all "protected" by the Sprint Media Wall
- 14 high definition videoscreens

### Technology partners:

- SceniCorp – exhibit architects
- Tronic – interactive design





# IBM Smarter City Interactive Digital Wall

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## Overview

IBM's Smarter City Interactive Digital Wall delivers a virtual city where passengers can explore how IBM provides real world solutions to many of today's complex problems. The Wall consists of a large-format interactive screen with multiple touch points that allows passengers to navigate their way through the city and choose which content they'd like to learn about.

## Objective

The Wall brings people right into the core of IBM with an incredibly user-friendly and visually stimulating interactive experience. By engaging the elite airport audience with interactivity and education, IBM demonstrates how their products and platforms affect multiple aspects of daily life and can provide improvements to our global infrastructure.

## Why is this program unique?

IBM's Smarter City is a visual "playland" featuring animation that is launched by the user. Data geysers, data birds, animating orbits, data particle trails – all of these graphics are activated when a user's hand drags an icon. Audio content that corresponds with whatever the user is looking at provides another sensory dimension.

## Technical Specifications

- Screen size is 8' h x 12' w
- Overall footprint is 12'w x 1'd x 8'h
- LCD wall system consists of nine 46" digital video screens from Samsung
- Relevant audio content is prompted by what the user is looking at
- A few content topics are: education, energy, food, healthcare, telecom, buildings, traffic, and more

### Technology partners:

- OgilvyOne – creative design
- IBM – content and hardware
- Monster Media - exhibit designers





# Digital Brand Experience (DBE)

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## Overview

The Digital Brand Experience surrounds millions of departing and arriving passengers with 40 large format LCD screens, large format wall displays, banners, and sound - an experiential "tunnel", if you will. This high-definition exhibit encompasses the entire connector passageway that links Terminal 8's main ticketing hall with Concourse C. Advertising content is timed so it literally travels alongside passengers as they walk through the 150 ft. passageway.

## Objective

The DBE reaches opinion leaders as they enter and depart from one of the most important cities in the world. This program was originally conceived and engineered by JCDecaux in 2007 for Microsoft. ExxonMobil is the second advertiser to employ the DBE. Exxon has featured campaigns that support their clean energy initiatives and anti-malaria programs around the world.

## Why is this program unique?

The Digital Brand Experience is the largest display of its kind in an airport anywhere on the planet. The scale and depth of the various technologies employed make this a stand-alone experience.

## Technical Specifications

- Forty 70" HD LCD screens in 1080p resolution – the best quality image available
- Samsung screens
- Each screen has the ability to operate independently. Screens can also operate in pods of 5, 20, or as a continuous 360 degree loop
- Every screen is synchronized and sound is localized per pod so content can be shown seamlessly for one unified creative

### Technology partners:

- C-Nario - provider of software for A/V playback
- Diversified Media Group – systems integrator that monitors and services JCDecaux's U.S. digital networks
- Tim Hunter Design – original site architects and creative designer for Exxon's campaign





# Accenture Interactive Wall (AIW)

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## Overview

Accenture originally installed its Interactive Wall in 2006 in Terminal 4 before relocating this year to its current home, Terminal 8. Passengers use a touch screen on the AIW to obtain a wide range of content such as global news, weather, sports highlights, and information on Accenture. Two people can simultaneously get different information and listen to different content without affecting each other's experience because the AIW is broken up into two separate "zones".

## Objective

Accenture has made the airport environment into their own learning lab by tracking passengers' use of the AIW while at the same time providing the users with information they want and can easily access in an engaging way. By closely studying the upscale airport audience over the past four years, Accenture is better able to deliver its high-performing services to their clients.

## Why is this program unique?

The AIW is the only high-impact, long-term touch screen exhibit featured in a JCDecaux airport. Accenture pioneered the idea of interactive displays and paved the way for other global brands to pursue their own unique versions of interactivity.

## Technical Specifications

- Overall size is 11'h x 15'w
- Nine 50" LCD screens from Planar; technology in the 2006 AIW used rear projection DLP
- Measures 150" diagonal
- Two cameras for tracking use
- Two sound modules each targeted to either the left or right sides of the unit so each audio experience does not interfere with the other

### Technology partners:

- Accenture Technology Labs - software developer

### Content Providers:

- CNN
- Weather Channel
- Accenture





# Prestige Digital Network

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## Overview

The Prestige Digital Network is comprised of fully-digital, high definition double-sided 70" LCD screens. Each screen is mounted on free-standing aluminum structures that house all hardware components. Networks are available in the following airports in addition to JFK: Los Angeles International, San Diego International, Minneapolis-St. Paul International, Dallas Love Field, William P. Hobby and George Bush Intercontinental. Each unit is situated at eye level in head-on positions in order to guarantee that this premium advertising medium is seen by all arriving and departing passengers throughout the airport.

## Objective

Global advertisers have delivered attention-getting ads via the Prestige Digital Network to capture the crème de la crème of the traveling public in JCDecaux's airport portfolio. Leading brands such as American Express, BMW, Expedia, Marriott, IBM, and Sprint have advertised on the PDUs to instantaneously deliver their message in a stand-out way.

## Why is this program unique?

The Prestige Digital Network is the only network of its kind in any airport in the U.S. PDUs can host fully or semi-animated creative that allow advertisers to provide a service to passengers (weather, news, sports highlights, local traffic – the options are endless) so travelers can associate directly with their brand. Creative can be changed as often as needed to promote monthly or daily messages, providing flexibility to the advertiser that is impossible with a static format.

## Technical Specifications

- Overall unit size: 67½" wide x 91½" high
- Visual area size: 61" wide x 34" high
- Within the network, each screen can operate independently to deliver relevant messages targeted to a specific audience, giving the advertiser ultimate image control and flexibility
- Samsung HD LCD screens in 1080p resolution





# Rolex Clocks

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## Overview

Rolex is the long-standing, exclusive clock provider at JFK. Over 85 of the iconic brand's clocks are located throughout all international terminals in highly visible locations. Each clock is designed to be a large replica of a Rolex watch, and all are specifically crafted for each hand-selected location to complement the surrounding environment. Rolex's chronometric precision guarantees that accurate time - a crucial component in air travel - is available to all passengers.

## Objective

JFK's elite audience makes up Rolex's target demographic - the upscale traveler with discretionary money to spend on luxury goods. By stewarding the only program of its kind in U.S. airports, Rolex is increasing brand awareness in a captive environment and providing an extremely relevant service to potential as well as existing clients.

## Why is this program unique?

Rolex's program at JFK punctuates its status as a global leader in timepieces. As the first luxury watch brand to establish itself as an exclusive clock provider in any U.S. airport, Rolex has set a standard that transcends the watch market for design, precision, and innovation. They've made themselves invaluable to one of the most important airport environments in the world.

Rolex has opened the door for other watchmakers to initiate clock sponsorships of their own at other airports in JCDecaux's U.S. portfolio.

## Technical Specifications

- Clocks and all components are manufactured by Rolex
- Production, installation, and maintenance of each clock is performed by Rolex





# Samsung Mobile Charging Stations

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## Overview

In 2007, Samsung took a prototype designed by JCDecaux - then called the PowerPole - and turned it into the marketing phenomenon that exists today. Located in nine of JCDecaux's airports and reaching an excess of 287 million passengers a year, Samsung Mobile Charging Stations provide travelers a dedicated place to charge their mobile devices. The Stations are one of the most looked-for destinations within the airport for business and leisure flyers alike, providing Samsung incredible brand recognition. Each station includes two product display windows where Samsung features their latest mobile devices. At JFK alone, there are 53 recharge stations featured across all terminals.

## Objective

Samsung has long recognized that the airport audience is made up of early adopters of new technologies for personal and professional use. By providing people with a service they need, Samsung capitalizes on a unique opportunity to market their latest phones to this elite and tech-savvy crowd.



## Why is this program unique?

Samsung's Mobile Charging Stations initiative is one of the most buzzed-about advertising programs ever launched, and exemplifies "marketing with meaning." The success of the Samsung Mobile Charging Station has been featured in media outlets and publications from The Wall Street Journal to college textbooks on marketing. This is the only cohesive marketing program to be featured in nine major U.S. airports, and the list of airports continues to grow.

**Following is a sampling of media outlets that have covered the Samsung Mobile Charging Station:**

*1010 Wins (New York), Business Week, Forbes, The Korea Times, The Los Angeles Times, The Miami Herald, The New York Times, The Wall Street Journal, USA Today, WABC TV (New York), and hundreds of technology, travel, and aviation websites*

## Technical Specifications

- Each station has four 120v AC outlets protected with 2 amp max circuit breakers
- Illuminated power icon and logos
- Samsung features product launches about 4-5 times a year that vary per market; when a product is launched, JCDecaux updates the Stations with cards that adhere to the pole and feature models of the phone and its attributes

### Technology partners:

- Samsung
- JCDecaux – original design architects
- Derse Exhibits - design and produce Samsung "caps" and product launch cards
- OneAgency/USA



# Panasonic

103-Inch 1080P High Definition  
Professional Plasma Display

JCDecaux

## Overview

At 103 inches, Panasonic's flagship plasma display, the TH-103PF12U, is one of the industry's largest plasma panels. In its jaw-dropping portrait mode, the display measures almost 8 feet high and 4 feet wide. The scale of the display combined with a rarely-seen orientation literally stops people in their tracks.

## Why is this program unique?

This product is currently the largest high definition Plasma screen available on the market today, giving advertisers the opportunity to create larger-than-life programs using the highest quality resolution possible. Advertisers can use this powerful message-delivering platform to create bespoke interactive displays.

## Technical Specifications

This super-sized display provides stunning images and features full HD resolution with:

- 1,920 x 1,080 pixels
- Contrast ratio of 40,000:1
- Effective display area equivalent in size to four 50-inch Panasonic plasma displays
- Horizontal or vertical format
- Touchscreen capable



Rendering for illustration purposes only.  
Does not reflect exact location.



# Emirates World Cup Sponsorship Exhibit

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## Overview

In 2006 Emirates Airlines became the first air carrier to sponsor a prestigious sporting event - the FIFA World Cup. As FIFA's only travel partner, Emirates has exclusive rights to offer live broadcasts of the matches in airports, and leveraged this ability with a dynamic branding campaign. In JFK's Terminal 4, Emirates built a veritable "viewing house" with 6 plasma screens featuring the recent matches and live score updates as well as Emirates route maps. Static backlit Emirates ads and a streaming ticker completed the package to draw travelers to the site from afar.

Due to the tremendous success of 2006's initiative, Emirates remains the official sponsor of the World Cup and for the June 2010 event the airline placed several viewing stations featuring 60" LCD screens throughout the terminal. Positioned in gatehold areas and a pre-security dining concourse, departing and arriving passengers alike could sit down and watch the game.

## Objective

Emirates Airline & Group Executive Vice Chairman Maurice Flanagan said: "This is another important way that we utilize our FIFA sponsorship to benefit our passengers and sport fans around the world. While [soccer] fans can enjoy live action from the FIFA World Cup in airports across our network, we can ensure that our passengers onboard miss none of the joy and heartache of this great sporting tournament, with screenings of recent matches and live score updates."

## Why is this program unique?

Emirates turned JFK's Terminal 4 into a makeshift sports viewing arena. By providing sought-after entertainment, the air carrier sharply increased passenger dwell time - and therefore exposure to the Emirates brand.

## Technical Specifications

- Sharp PN-E601 60" LCD screens
- JBL Control 5 speakers
- Display unit consists of a metal construction that houses LCD screens, networking and audio equipment
- Matches are recorded so they can be replayed when necessary due to time delay; speakers have controllable volume

### Technology partners:

- Pulse Group UK – exhibit design
- Production Science Ltd., London – electrical and technical design



