

Buena Vista International | Showscreen

Background

Exclusive to JCDcaux, Showscreen is a custom built 6-sheet with flat screen and audio. Programmed to perform as an intelligent information centre, Showscreen has touch sensitive menu buttons that allow consumers to choose what they view.

Using Showscreen, BVI created 'street cinemas' where new films are showcased. For each new release, new content such as interviews with the stars, movie trailers and film facts are shown, drawing consumers into the film's world and taking them on a journey of discovery. BVI's 25 Showscreens are located in busy pedestrianised areas such as London's Tottenham Court Road and New Street in Birmingham.

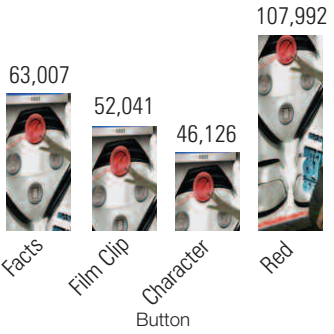


Showscreen
can work in
conjunction with
Infa-red or
Bluetooth

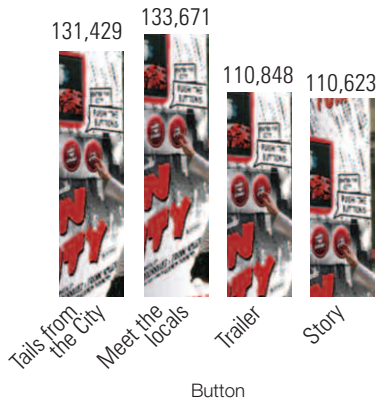
Results

Showscreen has been a real 'hit' with consumers. Data recorders inside the Showscreen monitor which buttons are pressed and how many times. Hitchhiker's Guide to the Galaxy received 269,163 interactions over 34 days and Sin City attracted 486,571 over 47 days.

Hitchhiker's Guide to the Galaxy



Sin City



"We are always looking for the most engaging ways of showcasing up and coming releases - consumers want to be entertained and the development of these interactive poster sites is a real step forward in the evolution of the outdoor medium."

Lee Jury, Marketing Director, Buena Vista International