



## **YDreams Advertising launches Interactive Street Furniture at Lisbon International Airport.**

**“Brand experience” will continue to be considered the Ad concept in 2006.**

Always alert to the changing demands of the market and on the lookout for innovative approaches to outdoor advertising, YDreams, in collaboration with European market leader JCDecaux, has just created a new form of Interactive Street Furniture.

Interactive Street Furniture aims to adopt an alternative, less traditional approach to advertising. Eye-catching and thought provoking, it provides the perfect platform for interactivity between the brand and the consumer.

The first Interactive Street Furniture created and developed by YDreams is located at Portela Airport in Lisbon and advertises one of Nokia’s most recent products, the N90 from the brand’s N Series.

This particular brand of street furniture brings an innovative approach to customer interactivity due to a system of sensors incorporated into the design, which enable it to detect and react to passers-by in a surrounding radius. The moment someone comes within the furniture’s scope, sensors kick-in and the Nokia N90 reacts by rotating either to the left or right, depending on where the person is standing. A built-in camera photographs the person and exhibits the picture taken only seconds before directly on the billboard display. The interactive solution’s objective is to reinforce the Nokia N Series campaign for pocket size, high performance multimedia and their “See New, Hear New, Feel New” motto, while demonstrating the device’s unique “Twist-and-Shoot” design and characteristics. The interactive street furniture can be seen in the departures terminal of Lisbon international airport until July.

A similar commercialised version features a screen with built-in sensors and three different themes to choose from. Users select one and view content evocative of their theme of choice but they can also activate different reactions on the display or download content via the infrared connection on their mobile phones. This surprising and innovative approach allows for a more intimate and effective use of the advertising medium by benefiting the brand as well as the general public.