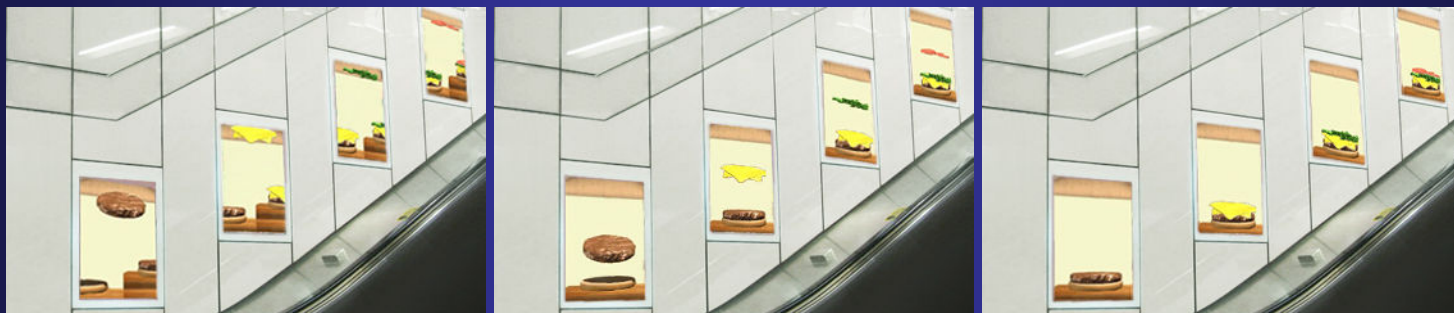


MTR Digital Escalator Crown Bank

- The first ever digital advertising format launch in Hong Kong

A premium and creative communication platform
for strategic highlights with the latest digital technology



▶ Please visit www.jcdecaux.com.hk/video.html for video demonstration

MTR Digital Escalator Crown Bank offers you the following benefits:

- Innovative and Progressive Brand Image
- Maximization of Ad Message
- Right Message at the Right Time
- High Creative Flexibility
- High Impact
- High Reach to Quality Audience

Product Features

- 32" HD LCD Panels for HD of visual impact
- Accommodates animated ads, rotation of multiple visuals and image-flow executions
- Flexible to run 3 different creative executions per day
- Provides quality audio effects and poster extension to enhance creative flexibility and impact

Fast Fact

MTR Digital Escalator Crown Banks are located at stations with high reach:

- Causeway Bay Station: 458,000 passengers in average a week
- Central Station : 509,000 passengers in average a week
- Tsim Sha Tsui Station: 540,000 passengers average a week

(Sources by HK Nielsen Media Index 2007)

Location & Availability

Location

1. Causeway Bay Station Exit F – Jardine's Crescent
2. Causeway Bay Station Exit D – to Sogo
3. Causeway Bay Station - up to Sogo Concourse
4. TST Station Exit A – towards Kowloon Park and Haiphong Road
5. Central Station - up to World Wide House Concourse

(Please refer to the Appendix for Location Maps)

Tentative Availability

- Mid August 2008
- Late August 2008
- Late August 2008
- Mid September 2008
- Late September 2008

Bank Domination Package

Station	Location	No. of Panels	Gross Rate / Bank / Week (HKD)	
			Without Poster Extension	With Poster Extension
Causeway Bay	Exit F – Jardine’s Crescent	11+11	\$60,000.00	\$95,000.00
Causeway Bay	Exit D – towards Sogo	16+16	\$60,000.00	\$95,000.00
Causeway Bay	Upper Platform to Sogo Concourse	12+5	\$65,000.00	\$98,000.00
Central	Up to Worldwide House Concourse	11+11	\$50,000.00	\$90,000.00
Tsim Sha Tsui	Exit A – towards Kowloon Park	16+16	\$65,000.00	\$98,000.00

Sales Entitlements:

1. Two Creative Uploading Options:
 - a. 1 + 1 version (inclusive of 1 version creative change) – maximum 2 versions to be broadcast throughout the booking period, OR
 - b. 3 versions per day (with no version change throughout the booking period)
2. Audio effect along entire Digital Escalator Crown Bank

Remarks:

1. Minimum booking: 3 weeks
2. Commencement: Thursday
3. Surcharge: HK\$1,000 per every additional version change

Be the pioneering advertiser, make your booking now!

Enquiry: 3960 3333 // eMail: info@jcdecaux.com.hk // URL : www.jcdecaux.com.hk

Appendix – Specification, Deadlines & Location Maps

Specification

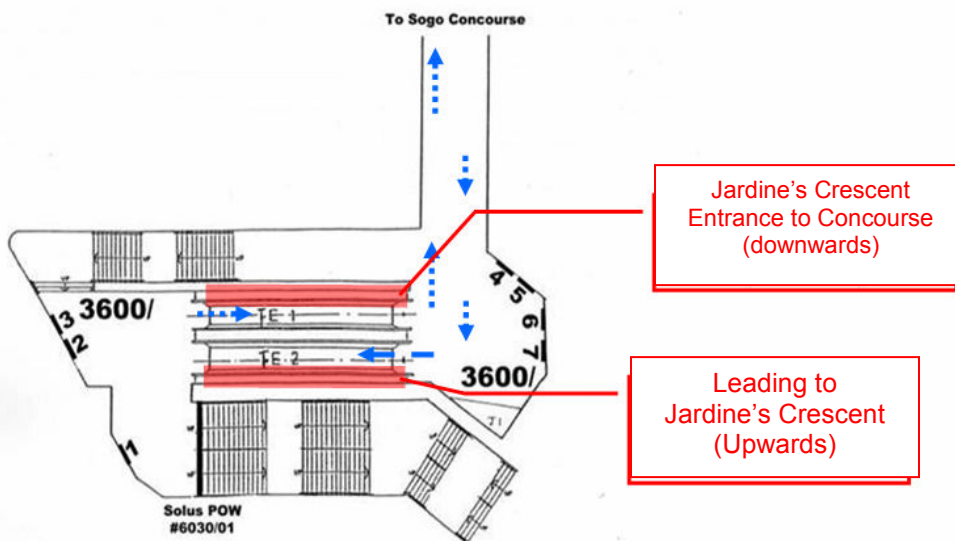
1. Motion is not allowed in the First TWO and Last TWO panels of each escalator
2. Average travelling time ranges from 17 to 30 seconds subject to different locations
3. Static image for the First and Last TWO panels
 - png (with alpha channel), jpeg, max. pixel 768 x 1366 (portrait mode)
4. Video file for Digital Panels
 - wmv 9, mpeg -2, mpeg -4, max. pixel with 768x 1366 (portrait mode)
 - Quick time .mov format (png alpha channel) for animation with overlay over background files
5. Audio file for Sound Effect
 - MP3, wav
6. Poster Extension
 - Dimension subject to different location
7. Electronic Files Submission / Approval
 - JCDecaux Digital Vision will provide dedicated FTP server for file submission.
 - All materials are subject to approval of TELA classification and MTR approval.

Material Submission Deadlines

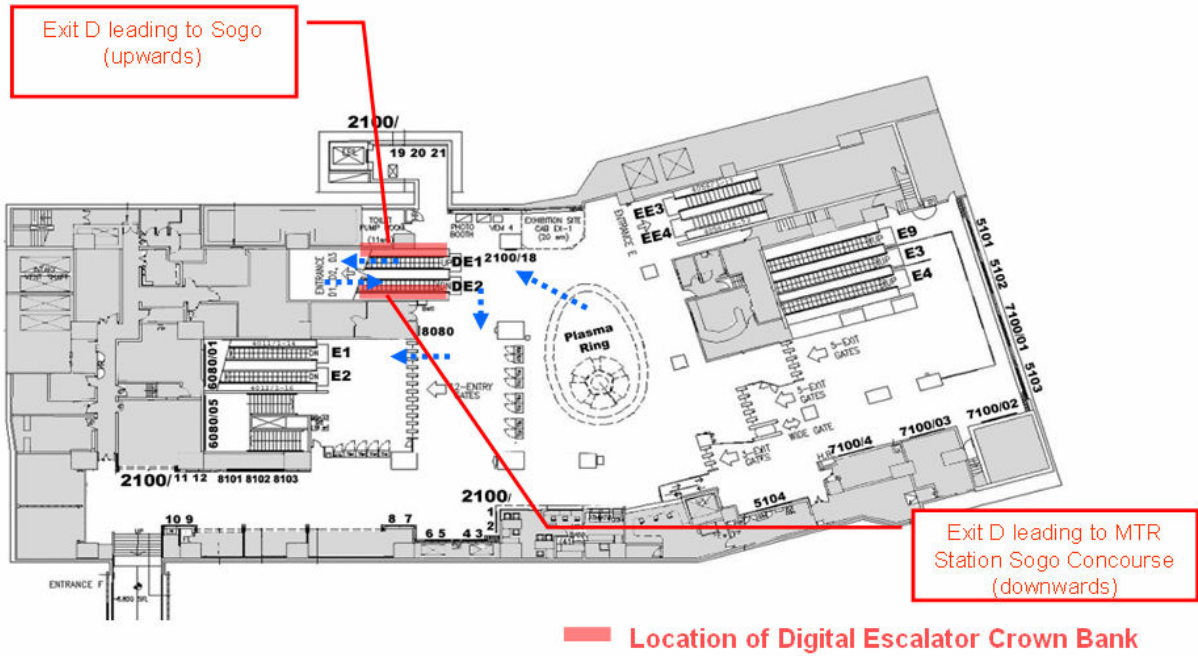
1. First version of all materials must be submitted 10 working days prior to the commencement day.
2. Materials for update version must be submitted 5 working days prior to the display day.
3. Schedule change request must be submitted 1 working day prior to display time.

Location Maps

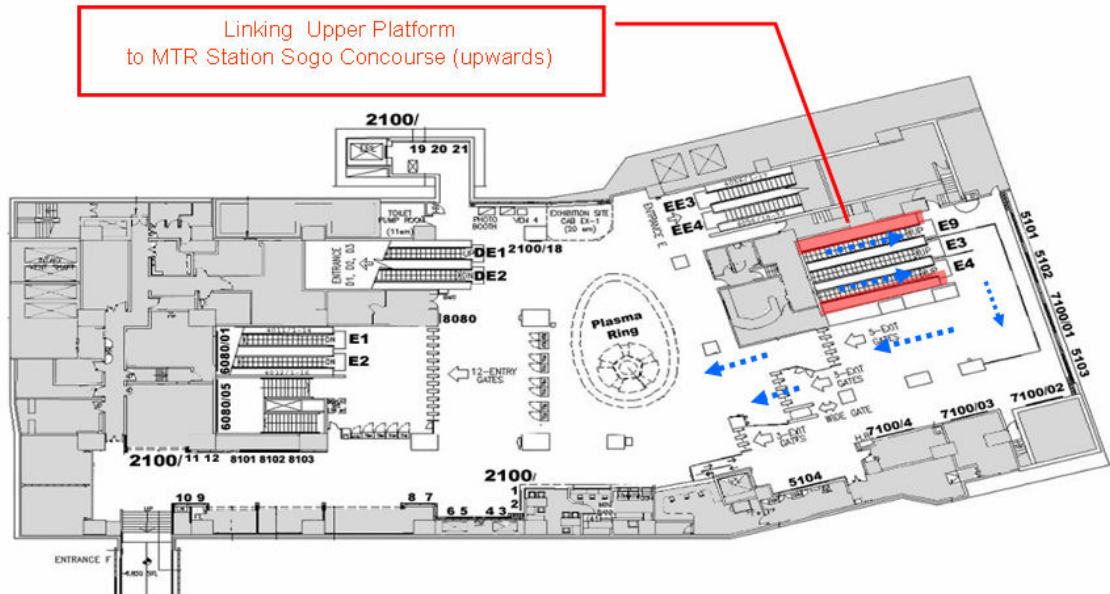
Causeway Bay Station Exit F – Jardine's Crescent



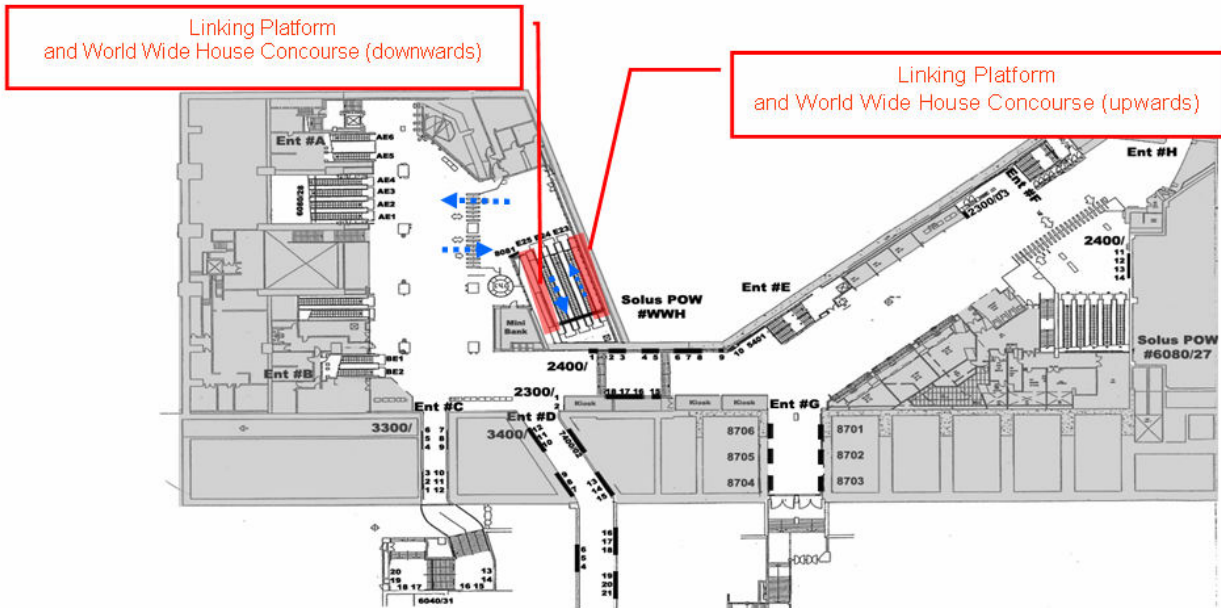
Causeway Bay Station Exit D - To Sogo



Causeway Bay Station - Up to Sogo Concourse



Central Station - Up to World Wide House Concourse



TST Station Exit A - Towards Kowloon Park and Haiphong Road

