

**JCDecaux Digital Vision**

*operated by JCDecaux Pearl & Dean Limited*

# Digital Escalator Crown Bank First in Asia's Metro System Launch Ceremony

**August 13<sup>th</sup>, 2008**



- MTR passengers were **the first** to enjoy the moving, pristine-imaged, story-telling technology alongside the escalator in Asia's metro system
- A new format, the **Digital Escalator Crown Bank**'s vivid, high-definition screens engage passengers and create an impression that they are being accompanied as they ride the escalator.
- The Digital Escalator Crown Bank was launched on August 13<sup>th</sup>, 2008 and the first advertiser is **Sony VAIO**.
- At least **four more** Digital Escalator Crown Banks are scheduled for roll-out this year at Central, Tsim Sha Tsui, & Causeway Bay Station.
- The Digital Escalator Crown Bank received many coverage with **positive feedback**, total 12 coverage from online media and 7 coverage from print media.



**MTR and JCDecaux Unveil First Digital and Animated Escalator Advertising in Asia's Metro System**

## Guest Speakers



**Ms Stella Kwan**

**Senior Manager- Media Business  
MTR Corporation**



**Ms Teresa Fung**

**Deputy Managing Director  
JCDecaux HK & Macau**



**Mr. Steven Chu**

**Department Manager  
Digital Imaging & Mobile  
Entertainment Product Group  
Sony Corporation of Hong Kong Limited**

- **The 3 officiating guests gave opening speech to all guests and press.**

“It is **innovative**, encouraging advertisers to be even **more creative** and sure to stir the imagination of our passengers,”

Ms Stella Kwan, Senior Manager –  
Media Business of the MTR Corporation

“The Digital Escalator Crown Bank fuelled a new sense of urgency among our clients, because they **could all see its potential**”

Ms Teresa Fung, Deputy Managing Director  
of JCDecaux Hong Kong and Macau

“Its **cutting-edge** display system allows Sony to show off the VAIO Z’s unique advantages through an **eye-catching campaign with impact**, and that’s refreshing.”

Mr Steven Chu, Department Manager  
Digital Imaging & Mobile, Entertainment Product Group  
Sony Corporation of Hong Kong Limited



- A special souvenir, a digital photo album loaded with the images of the first Sony digital advertising on MTR, presented to Sony's representative Mr. Steven Chu by Ms Teresa Fung & Ms Stella Kwan.



From left to right – Mr. Roid Sin, Divisional General Manager of JCDecaux Digital Vision, Ms Stella Kwan, Senior Manager-Media Business of MTR Corporation, Mr. Steven Chu, Department Manager, Digital Imaging & Mobile Entertainment Product Group, Sony Corporation of Hong Kong Limited, Ms Teresa Fung, Deputy Managing Director of JCDecaux HK & Macau, and Ms Nadia Ng, Manager-Media Business of MTR Corporation





- A kick-off ceremony was held at the MTR Causeway Bay Station Jardine Crescent Exit by our 3 officiating guests on August 13th, 2008 to mark the unveiling of the first Digital Escalator Crown Bank in Asia's metro system.

## Quotes from Advertisers

“Many of our clients would be very interested as it is an innovative way to tell a story through a string of digital screens. Also, as it can **run three different creative** executions a day, I think many of our clients would be happy to show different products and images at different times throughout the day.”

“With the **right creative and sound**, this Digital Escalator Crown Bank will present an innovative media to showcase our clients’ products.”

Ms. Clara Wong  
CEO

BBDO & Proximity Hong Kong Limited  
2008.08.13

“This innovative format allows us to think creatively with animated ads, image flow and rotation of multiple visuals. I am sure that the passengers will be excited by this new format and will have a different experience during commuting. The location at a high traffic area like Causeway Bay also **guarantees a significant amount of audience** viewing. Lastly, I am looking forward to seeing more interesting usage of the DEC.”

Mr. Alfred Cheng  
Director, Hong Kong  
Mediaedge:cia  
2008.08.13

## First Group of Passengers



- Passengers enjoy their ride on this spectacular journey upon the unveil of the Asia's Metro System First Digital Escalator Crown Bank.

## Passengers' Feedback

**“Very special and attractive to look at.”**

Ms. Hui, MTR Passenger, 2008.08.13

**“More interesting than those regular poster on the side of the escalator.”**

Ms Chu, MTR Passenger, 2008.08.13

**“Very dynamic and want to see more of this kind of advertising in other stations.”**

Mr. Shaw, MTR Passenger, 2008.08.13

## Press Attending the Ceremony



The Press Conference



The Kickoff Ceremony

- About 80 guests & press attended the Digital Escalator Crown Bank Launch Ceremony on August 13th, 2008 at MTR Causeway Bay Station

## Extensive Press Coverage in Print and Online Media

‘This new platform runs on the wall above the handrail of the escalator, and tells a story through animation or visuals on rotating loops, appearing as a movie on the move.’ – Marketing Interactive.com.

‘They are particularly effective for projecting animation campaigns, so that images can appear like a “movie on the move” to travel alongside the escalator passenger’  
– Media Magazine

“既可展示單個廣告，亦可播放由多個屏幕合組的連貫畫面，營造更大視覺效果。”  
– **Ming Pao** (明報)

“市民在乘搭電梯時，便如同看到約17秒流動畫面，內容鋪排更精采及具靈活性。”  
– **Hong Kong Economic Times** (經濟日報)

“乘客心聲：動畫會發聲，極具創意，引人注意” – **Hong Kong Economic Times** (經濟日報)

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