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## Out-of-home roundup

Toronto-based **Outdoor Broadcast Network** has installed a new collection of digital displays in the Toronto Eaton Centre shopping mall. The displays, which are located in the recently-opened Bay-Dundas Concourse, represent the company's first interior digital signage. The installation consists of eight 45" liquid crystal displays mounted to the ceiling. According to the company, the screens will reach approximately 150,000 viewers per week. Advertisers will also be able to offer downloadable music or videos to Bluetooth-equipped cell phones and have their ads respond to text messages.