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Outdoor Broadcast Network Launches Interior Digital Signage Network

OBN has launched its first interior digital signage network at the north end of the Toronto Eaton Centre in the newly opened Bay-Dundas Concourse, in Toronto.

The network includes eight ceiling-mounted, 45" LCD high resolution Sharp video displays, creating a way for advertisers to reach people traveling between TEC and the new **Ryerson School of Business** and major retailers **Best Buy**, **Canadian Tire** and **Mark's Work Warehouse**, all of whom just opened new stores at the west end of the Concourse, which opened Sept. 1/06.

The new digital advertising network will reach a weekly audience of approximately 150,000, many of whom are expected to be very tech-savvy, given the retail and educational destinations being linked by the Concourse.

OBN's new interior digital network offers flexibility of strategically changing creative to suit an advertiser's needs on a daily or even several times daily basis, just as OBN's large outdoor digital video boards offer. Further, new technology employed for this interior digital network gives advertisers the ability to offer the public downloads of music or videos through Bluetooth equipped mobile phones, and can also encourage text messaging to request certain types of ads: for example, texting a message in response to an ad for a car to ask to see it in a particular colour.

OBN also recently launched a new video board at Bay and Dundas, crowning the entrance to the just opened Canadian Tire and Ryerson School of Business on the southeast corner of Bay Street and Dundas Street West.

