

Outdoor and indoor

Outdoor Broadcast Network (OBN) has expanded its digital signage in Toronto's downtown core, near Bay and Dundas Streets.

First, the company debuted a new video board (pictured, top) at the intersection's southeast corner, installed above the entrance to a new Canadian Tire store. By facing southbound traffic on Bay and eastbound traffic on Dundas, the 3.4 x 5.5-m (11 x 18-ft) sign—manufactured by Barco—reportedly reaches 323,000 people per week.

Next, OBN launched its first interior digital signage network (pictured, bottom) in the Bay-Dundas Concourse, which opened in September 2006.

The network includes eight ceiling-mounted 1.1-m (45-in.) Sharp liquid crystal displays (LCDs), located where advertisers can reach people travelling between the north end of the Toronto Eaton Centre, the new Ryerson University School of Business and several new retail locations, including Canadian Tire, Mark's Work Wearhouse and Best Buy. The signs are expected to reach 150,000 people per week.

Prior to the introduction of these signs, OBN already operated digital signage on the Eaton Centre's outdoor media tower, for which Best Buy has become a major client.



Digital debuts at CES

Several digital signage technologies made their debut in January at the **Consumer Electronics Show (CES)** in Las Vegas, Nev.

Korean manufacturer **LG Electronics** unveiled a three-dimensional (3-D) screen that did not require viewers to wear special glasses. The 1-m (42-in.) Flatron liquid crystal display (LCD) used a customized 3-D filter to create auto-stereoscopic images, an effect optimized for viewers standing approximately 4 m (13 ft) away.

LG representatives said the technology was intended for 3-D out-of-home advertising in such locales as airport terminals and shopping malls. However, they did not announce a launch date.

Meanwhile, **Monster Media** used a large interactive display to attract visitors to its booth. The company's MonsterVision system projected an approximately 2.7 x 9.1-m (9 x 30-ft) image on a wall outside the event's Central Hall entrance, which interacted with CES attendees as they walked by.

Specifically, the ad encouraged visitors to interact physically by using body movements across its projected image.

NEC Display Solutions launched its new Multeos line of LCDs for the digital signage and home theatre markets. Among the line's features are lockouts and proprietary infrared (IR) codes to prevent unauthorized users from gaining access or control.

Sharp Electronics showed off the world's largest LCD, measuring 2.7 m (108 in.) across. Bob Scaglione, senior vice-president (VP) of marketing, says the company expects to sell such devices to companies seeking large-scale video for digital signs or conference rooms.

Finally, **HumWare Media** introduced its digital signage network kiosk, built with a proprietary suite of supporting software. Advertisements appear on an 813-mm (32-in.) flat-panel monitor while users browse information.

"This technology will bring stores closer to their consumers in unique and convenient ways," said John Huemoeller, HumWare's CEO. "We're anxious to introduce it to a wide range of customers."