

OBN launches interactive digital billboard accessible by mobile phones

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TORONTO — Canadians have been playing a real-time giant video game using BlackBerry Pearl Flip smartphones from Rogers Wireless to communicate with OBN's massive video board on the Toronto Eaton Centre Media Tower at Yonge-Dundas Square — the first interactive video game promotion of its kind Canada.

The Outdoor Broadcast Network (OBN) secured the exclusive rights to software distributed by iGotcha Media and took the idea to Rogers Wireless through its agencies, MediaCom and Publicis. The "Dial to Play" software has been integrated into the operating system of the 40 x 30-foot video board on the Toronto Eaton Centre Media Tower that overlooks Dundas Square, enabling users of the new Rogers Wireless BlackBerry Pearl Flip smartphone to interact with the giant video board.

Rogers will have event teams at Yonge-Dundas Square until the end of December, inviting up to 10 people at a time to try out one of the new BlackBerry Flip smartphones and play the game in real time. Game players control their actions by shouting "Flip" into the mobile phones which, through voice recognition, control each player's avatar hand reaching up to a Christmas stocking to grab phones that appear to tumble from the sky. OBN has incorporated the game into the regular programming run of advertising on the video board.

