



NEWS BRIEFS

OOH gaming comes to Dundas Square

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Canada's first interactive video game promotion is coming to Toronto's Dundas Square through Toronto-based Outdoor Broadcast Network (OBN). Handled through Toronto's MediaCom and Publicis, the "Dial to Play" software, distributed by Montreal-based iGotcha Media, has been integrated into the operating system of the 40' x 30' videoboard on the Toronto Eaton Centre Media Tower, enabling users of the new Rogers Wireless BlackBerry Pearl Flip smartphone to interact with the giant video board.

Rogers teams will be on site 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. Players control their actions by shouting "Flip" into the mobile phones which, through voice recognition, controls each player's avatar hand as it reaches 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.

www.igotchamedia.com
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