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## A First in Canada on OBN's Dundas Square Board

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The first interactive video game promotion of its kind in Canada is now running on **Outdoor Broadcast Network's** massive video board on the **Toronto Eaton Centre Media Tower** at Toronto's Yonge-Dundas Square

The public can play a real time giant video game using **BlackBerry Pearl Flip** smartphones from **Rogers Wireless** to communicate with OBN's video board on the tower

OBN secured the exclusive rights (for Dundas Square) to software distributed by **iGotcha Media** and then took the idea for a promotion 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' video board on the tower, 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, controls 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.

The program is an example of how OBN leverages technology to reach and engage target audiences for its clients. It also reflects the dynamic promotional capabilities of digital out of home.