



*Press Release
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A Moving Story – MTR and JCDecaux Unveil First Digital and Animated Escalator Advertising in Asia’s Metro System

Advertising in Asia has a new standard, and MTR passengers were the first to enjoy the moving, pristine-imaged, story-telling technology alongside the escalator in Asia’s metro system when it was unveiled by MTR Corporation and the outdoor media agency, JCDecaux Digital Vision at MTR Causeway Bay Station today (13 August 2008).

Advertisers vied to be the first in Asia’s metro system to tell their story using the “Digital Escalator Crown Bank”; Sony’s VAIO Z personal computer series won that honour.

A new format, the Digital Escalator Crown Bank’s vivid, high-definition screens engage passengers and create an impression that they are being accompanied as they ride the escalator.

“Everyone loves a good story, and this series of ‘high-def’ screens does not disappoint,” said Ms Stella Kwan, Senior Manager-Media Business of the MTR Corporation. “It is innovative, encouraging advertisers to be even more creative and sure to stir the imagination of our passengers,” Ms Kwan said.

The “Digital Escalator Crown Bank” is a series of 32-inch high-definition liquid-crystal display panels that, like points on a crown, run on the wall above the handrail of the escalator. The string of screens tells a story through high-quality animation or visuals on rotating loops. The technology allows for a wide variety of applications, but most particularly it links animation from one panel to another so images appear to travel alongside the escalator with the passenger – like a movie on the move. Advertisers may choose to use high quality audio effects and poster extensions to highlight the digital escalator crown panels for an even greater visual and audio impact and promotional effect.

Asia’s first Digital Escalator Crown Bank in the metro system is located near Entrance/Exit F of MTR Causeway Bay station, leading to Jardine’s Crescent.

Ms Kwan said, “There is an exciting future in digital advertising as it can provide a precious moment of fun in what may otherwise be a hurried, harried day.”

Ms Teresa Fung, Deputy Managing Director of JCDecaux Hong Kong and Macau, said the digital crown bank was the latest of many innovative JCDecaux-MTR partnerships.

“The Digital Escalator Crown Bank fuelled a new sense of urgency among our clients, because they could all see its potential,” Ms Fung said. “Sony was ahead of the curve, and as the first advertiser to use the format has designed an imaginative campaign we think demonstrates the versatility and strengths of the Digital Escalator Crown.”

Mr Steven Chu, representing Sony, was quick to emphasise the close parallels between the technology of the new format and Sony’s edge. “Both use innovation to emotionally touch and excite customers,” said Mr Chu, Department Manager, Digital Imaging & Mobile Entertainment Product Group, Consumer Electronics Marketing Division, Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited.

“Sony is committed to offering customers quality products with innovative design concepts, always surprising them and bringing them happiness. The creativity behind the ‘Digital Escalator Crown’ complements our promotion strategy,” Mr Chu added.

“Among all bidders, we’re delighted to be selected as the Asia’s first advertiser adopting this brand new format in the metro system. Its cutting-edge display system allows Sony to show off the VAIO Z’s unique advantages through an eye-catching campaign with impact, and that’s refreshing.”

At least four more Digital Escalator Crown Banks are scheduled for roll-out this year at the following high-impact MTR stations:

MTR Station	Location
Causeway Bay Station	Entrance/Exit D
Causeway Bay Station	Platform 1 – Island Line to Chai Wan towards Entrance/Exit D – F
Tsim Sha Tsui Station	Entrance/Exit A towards Kowloon Park and Haiphong Road
Central Station	Platform 3 - Island Line to Chai Wan towards Entrance/Exit A – D

- End -

Photo caption:



From right: Ms Stella Kwan, Senior Manager - Media Business of the MTR Corporation, Mr. Steven C. P. Chu, Department Manager of Digital Imaging & Mobile Entertainment Product Group, Consumer Electronics Marketing Division, Hong Kong Marketing Company of Sony Corporation of Hong Kong Limited and Ms Teresa Fung, Deputy Managing Director of JCDcaux Hong Kong & Macau unveil the first "Digital Escalator Crown Bank" in Asia's metro system at MTR Causeway Bay Station.