



PRESS RELEASE
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**Titan Outdoor and Esprit Digital install the world's first
Double-Sided 65" Digital Poster in Brent Cross Shopping Centre**

Titan Outdoor has partnered with Esprit Digital to install the world's first double-sided 65" Digital Poster at Hammerson's Brent Cross Shopping Centre.

The large-format HD LCD screens, which will be rolled out to other shopping centre sites across the UK, are the creation of Esprit Digital, the company behind CBS Outdoor's Digital Escalator Panels and Clear Channel's recent digital bus shelters. It is the first time that a 65" panel has been installed back-to-back in a single housing. This is a piece of stylish furniture, designed to appeal to advertising contractors, mall owners and consumers alike.

Both sides of the display can show synchronised content and it is even possible to run two 'channels' at the same time, meaning that one side can become a store directory and information point, whilst the other side can be purely advertising. Local Traffic and Weather are being shown 'Live' via RSS feeds to the unit, giving shoppers the choice to stay in the Centre in adverse conditions. The display can handle any type of content from JPEG through to full-screen flash and Hi-Def video and can be instantly updated via Esprit's ImageFlow™ remote content delivery package.

James Brenner, Director of Esprit Digital, says "We are very excited about this development. The panel, in its single-sided application has already been successfully installed at Victoria Station and the launch of the double-sided unit at Brent Cross marks the beginning of a series of similar installations planned for shopping centres, airports and other high footfall locations around the world."

Steve Arnold, Operations Director, Titan Outdoor UK, adds, "We are extremely proud of our track record of trailblazing new outdoor technology that works from the word go. This is our second project with Esprit Digital and allows us to ensure that our next steps in digital will be both fantastic and functional from the beginning, both serving our customers and targeting their consumers in the most effective and impactful way possible."





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**DIGITAL BUS SHELTERS
INTERACTIVE TUBEMAPS
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and
DIGITAL ESCALATOR PANELS**

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