



'MEGA-HIGH DEFINITION'

HoloVis JupiterWALL & Jupiter Digital Signage systems deliver mega-definition advertising for World Duty Free Airports

September 26th 2007. World Duty Free has today announced that HoloVis International is the chosen supplier under a 4 year exclusive contract to create revolutionary new digital signage displays and specialist mega-high-definition videowalls in its flagship stores throughout the UK using the HoloVis *Jupiter* content management system (CMS) and videowall controller technology.

The first specialist displays will be installed at the prestigious Heathrow Terminal 5, for launch in March 2008, followed by a roll out to Heathrow T3, T4, Glasgow, Gatwick, Manchester and Bristol airports over the next 18 months.

The giant mega-high definition video walls (JupiterWALL's) are created, installed & supported 24/7 by HoloVis and include bespoke designs currently comprising of up to 24 x 42" full-HD LCD or plasma screens mounted in portrait and landscape formats. Each wall creates the equivalent of one giant high-resolution display with content management, scheduling and control of video imagery, from the HoloVis Jupiter CMS system, at the maximum resolution of every panel added together! Each wall is connected to the Jupiter network and is centrally managed along with the standard digital signage screens also installed by HoloVis for WDF at each airport location.

At Heathrow T5, the initial brands to deliver their messages via the specialist walls and displays will be the first to benefit from the real-time management of each system. Positioned at the entrance of the WDF shops the walls and displays ensure that the media-rich content, branding and sales messages will reach an estimated 70% of the 30 million passengers travelling through the terminal annually with crystal clarity regardless of being viewed from a great distance or very close-up at the point of purchase (POS).

Mark Riches, Managing Director of World Duty Free, said: "The walls and displays will play a big part in us achieving our goal of positioning World Duty Free at our airports as the UK's most experiential multimedia advertising opportunity outside of Leicester Square. The real time management of the display will provide a unique opportunity for up to 24 brands at a time to display either still or moving images direct to a captive audience of their key demographic. Our key goal is to ensure that no two visits to World Duty Free stores are ever the same. Such adaptable displays will not only help us achieve this, but will also help us communicate our compelling mix of world class brands and great promotions."

Stuart Hetherington, Managing Director of HoloVis International, said “We are delighted to be working in true partnership with World Duty Free on this prestigious project at Heathrow T5 and that our Jupiter technology for both standard digital signage and our ultra-high-end JupiterWALL solutions have been chosen as the standard for all WDF airports going forward. These unique, adaptable and bespoke display mediums will enable our client to entertain and inform customers in a new and exciting way whilst dramatically enhancing WDF advertising revenues and the offering they give to their brand clients”.

