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JCDECAUX TRANSFORMS DIGITAL ADVERTISING AT ION ORCHARD

Singapore, July 8th, 2015 – JCDecaux, the Best Out Of Home Media Company in Singapore and No.1 Outdoor Advertising Company in the world is officially the exclusive media partner of ION Orchard.

As ION Orchard's long-standing media partner, JCDecaux manages all the mall's static and digital sites. The first phase of JCDecaux's upgrading is complete, with the installation of a network of 80-inch digital screens packaged as the 'Premium Digital Fashion Network'. This new and improved digital network, located at prime spots on B1 and B2 of ION Orchard targets both shoppers and commuters from the Orchard underpass all the way through to Wheelock Place, and is part of a comprehensive range of media offerings within the mall.

The next phase of upgrading will be the enhancement of the 'Digital Lift Lobby Network'. Currently made up of thirty-four 19-inch screens, this network is the only media solution that covers all the lift lobbies within ION Orchard's eight floors of shopping. The existing screens will be replaced with 24-inch LCD screens in August 2015.

This timely upgrade will provide the ideal showcase for tenants and brands, delivering high visibility to shoppers. JCDecaux's digital media offering at ION Orchard now comprises of: Interact@ION, Digital Fashion Network, Digital Outdoor LED Billboard, Digital Dragon's Tail, Digital Carousel, Digital Lift Lobby Network.



“We are delighted to be the exclusive media partner for ION Orchard. JCDecaux has been working with ION Orchard since its launch in 2009, and the expansion of our digital media offerings creates a highly targeted digital media inventory in Orchard Road’s best shopping corridor. said **Mr Ashley Stewart, Managing Director of JCDecaux Singapore.**

“ION Orchard is pleased to work with JCDecaux as our long-standing media partner. JCDecaux is innovative and bold in their offerings and approach, being quick to embrace the newest media technology for ION Orchard’s sites, and this aligns well with the mall’s proposition of being trendy and creative as a lifestyle retail destination, and will no doubt add to the overall shoppers’ experience.” said **Mr Chris Chong, CEO Orchard Turn Developments Pte Ltd.**

The mall’s tenants, Clarins, Mikimoto and Tag Heuer were the first three brands that were quick to embrace the new sites with their campaigns on the newly installed 80-inch digital screens under the ‘Digital Fashion Network’ at ION Orchard since May 2015. With bigger and brighter screens, they were able to brilliantly showcase their digital campaigns with greater impact.