



JCDecaux UNVEILS THE DIGITAL MURAL, A NEW SPECTACULAR MEDIA LANDMARK AT SINGAPORE CHANGI AIRPORT

Singapore, 15th December 2016 – JCDecaux SA, the number one outdoor advertising company worldwide and Singapore's No.1 OOH Media company, announces the launch of a pair of all-new, state-of-the art Digital Media landmark at Changi Airport Terminal 2 Arrival Immigration Halls.

Continuing its commitment to offer innovative Digital Media at Changi Airport, JCDecaux has conceptualized and engineered the bespoke Digital Murals which combine 2 units of 33 sqm backlit panels and a 40sqm High Definition 4.8mm pitch LED screen that glides seamlessly across the static display to offer advertisers a powerful communication platform through a synergy of static and dynamic visuals.

Cisco Systems is the inaugural advertiser on Digital Murals with a campaign on Cyber Security. Stunning in scale and captivating in motion, the Digital Murals are designed to capture the full attention of all arriving and departing passengers passing through Terminal 2, the gateway to and from major regional destinations.

“The Digital Mural is the first of its kind in an Airport Environment, which we are proud to bring to Changi Airport. This “market-first” innovative digital format offers new dimensions to the advertising experiences by cleverly combining both digital and static displays. Brands can now look forward to engaging the millions of passengers that pass through Terminal 2 each year in more relevant and interesting ways. We stay committed to cement Changi Airport’s status as an iconic airport and advertising destination firmly in the minds of advertisers’ globally and JCDecaux will strive to continue to innovate at one of the World’s best Airports for many years to come.” **said Ms Evlyn Yang, Managing Director of JCDecaux Singapore.**



Says Ms Teo Chew Hoon, Senior Vice President of Airside Concessions at Changi Airport Group *“Our partnership with JCDecaux since 2011 has seen the launch of several unique new media to Changi Airport and we are delighted that the market-first Digital Mural adds to this innovative collection. The Digital Mural brings a new level of dynamism to Terminal 2 and supports Changi Airport’s belief to always provide exceptional experiences to all passengers. This innovative new media platform will resonate with advertisers that wish to showcase their brand stories through a unique synergy of static and dynamic formats.”*

About JCDecaux Singapore

JCDecaux Singapore is a subsidiary of JCDecaux Group, the number one outdoor advertising company worldwide. Established in Singapore since 1999, we are committed to bringing excellence to the Out-Of-Home medium through product innovation, high quality design, maintenance and the best locations.

Voted by clients and agencies as the number one out-of-home media company 9th times since 2006, our advertising portfolio includes Singapore Changi Airport, Premium Shopping Malls and Linkways on Orchard road and the business district, Large Format billboards and Cinema Advertising.

We offer more than 500 advertising faces that reach out to more than 5 million residents and 55 million passengers at Changi airport.

About JCDecaux Group

JCDecaux SA is the number one outdoor advertising company worldwide, the market leader in Europe, number 1 in Asia Pacific, in Latin America, in Africa and in Middle East.

Employing a total of 12,850 people, the Group is present in more than 75 different countries and 4,435 cities of more than 10,000 inhabitants and generated revenues of €3,208m in 2015.