



## **CBS Unveil Bond Street as 1st 'New Look' Underground Station.**

14 Apr 2008

CBS Outdoor is this week preparing to unveil its first 'new look' Underground Station in London. Since renewing its contract in May 2006 for what is the world's largest outdoor advertising play, CBS has been busy installing and refining the range of new static and digital poster solutions that underpinned its successful bid.

The 8.5 year contract covered in excess of 100,000 poster sites (both on platforms and within the trains) and CBS committed to spend £50M (\$100M) on updating the infrastructure (a number that has risen in recent press statements to \$140M). The first station to benefit from the complete refit is to be Bond Street, in the heart of London's luxury 'West End'.

On the digital side the first application to roll out was their Digital Escalator Panels, expected eventually to cover 15-20 prime stations with an estate of over 800 portrait style 'synchronised' LCD panels, showing advertising and images that flow up and down the escalators. Second to roll were large format 57" LCD displays in the ticket halls and walkways, and the final piece in the jigsaw has been the long awaited remodeled digital cross-track projection system (XTP) which will be installed shortly.

CBS trialed XTP with great fanfare some years ago, and was beset with technical problems that forced the initiative to be scrapped. After extensive redesign, the first of these newly conceived systems will go-live in Bond Street this week (and with all being well, a further roll out of twenty three stations will start in the summer).

The technology enables moving advertising messages to be digitally projected onto the wall opposite the platforms in high definition. The system is technically challenging, because the tunnels are dusty, hot and cramped. Added to this the projection walls are heavily curved and the systems have to be controlled to ensure that they do not distract drivers.