

PRESS RELEASE

Swivelling the 1st Motion Art Display made its debut for Summer Splash at Hong Kong International Airport

(Hong Kong, 16 July 2015) – Hong Kong International Airport, connecting Hong Kong with other parts of the world, creates generational memories the way Ocean Park does as Hong Kong's People's Park. As a signature summer event in Hong Kong, Ocean Park's Summer Splash collaborates with the popular messenger app LINE, to present LINE Summer Fever. To mark this festive celebration, a customized, fun and first-ever Swivelling Motion Art Display has been presented at Arrivals Baggage Reclaim Hall since the opening of Hong Kong International Airport.

During the packed summer vacation, the innovative media solution to effectively promote tourism and update consumers with the season's best offerings is to entice visiting passengers as well as homecoming locals at the Arrivals Baggage Reclaim Hall in Hong Kong International Airport – the major gateway to the Pearl of the Orient. Together with this motion display, Digital Baggage Reclaim Network concurrently diffuses the dynamic entertaining excitement of Summer Splash and adds to the optical fun of the waiting time at Baggage Reclaim Area; hence magnifying public awareness of the talk-of-the-town. Stephen Wong, CEO of Greater China, JCDecaux Transport, remarks *'Innovation is a key strategy of our business in Hong Kong Airport; with the huge support of Airport Authority, we strive to convey more dynamics and vibes at Hong Kong International Airport Advertising.'*

According to Perry Chung, Marketing Director of Ocean Park, *'To promote our creative collaboration with LINE for Summer Splash this year, JCDecaux Transport has offered us a first-ever innovative advertising recommendation which assimilates befittingly to the ambience of Hong Kong International Airport.'* This year's Summer Splash features COOL attractions to rock the summer and quench the heat. As Summer Splash is particularly popular among young people, who are also the target users of LINE, LINE Summer Fever represents a perfect collaboration between Ocean Park and LINE.

Photo Gallery



Fig. 1 The innovative Swivelling Motion Art Display triggers a merry-go-round effect for all eyeballs, adding optical fun to the waiting time at Baggage Reclaim Area.

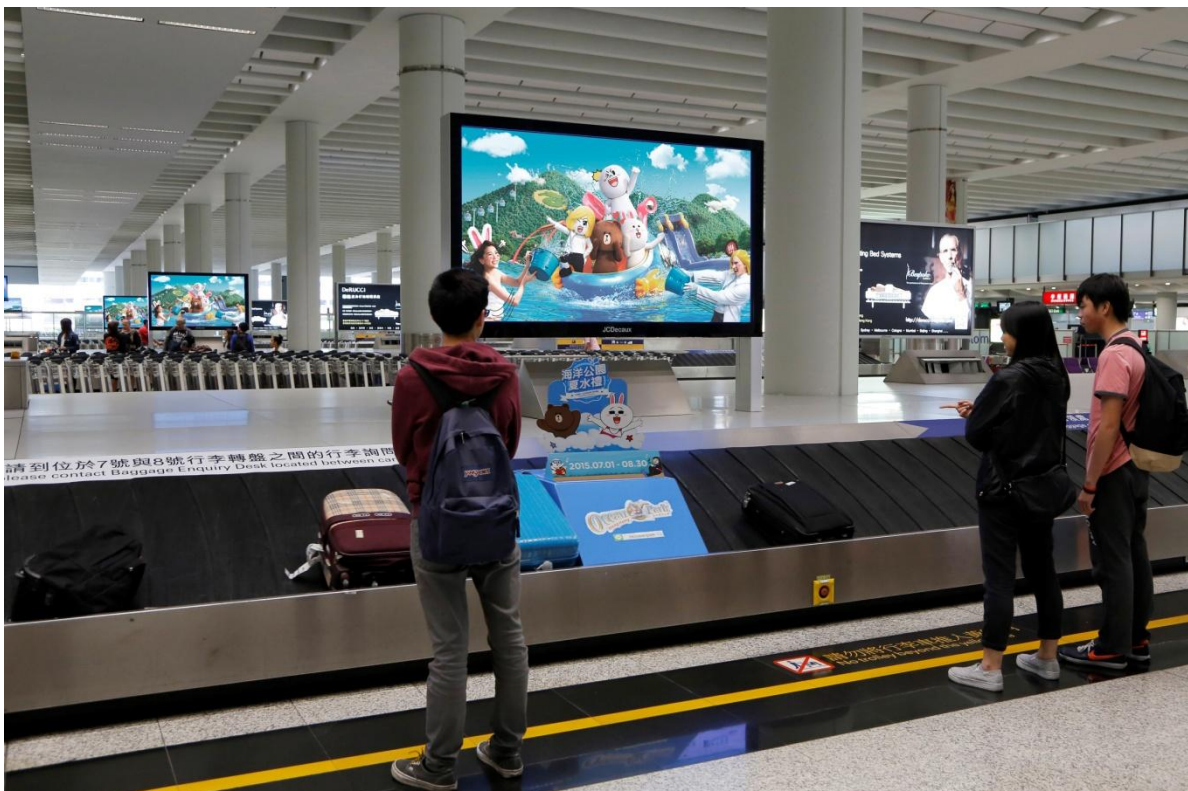


Fig. 2 Swivelling Motion Art Display goes hand-in-hand with Digital Baggage Reclaim Network to diffuse the dynamic and entertaining excitement of Summer Splash.



Fig. 3 Swivelling Motion Art Display subtly compels a lingering emotion in the passengers' memories of the travelling experience.

Video

JCDecaux Transport (Hong Kong): Swivelling the 1st Motion Art Display for Summer Splash
<https://youtu.be/TDEQZSP5hvU>

Key information about JCDecaux Group

- 2014 revenues: €2,813M
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (491,950 advertising panels)
- No.1 worldwide in transport advertising with more than 140 airports and more than 279 contracts in metros, buses, trains and tramways (379,060 advertising panels)
- No.1 in Europe for billboards (180,590 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (215,350 advertising panels)
- No.1 in outdoor advertising in Latin America (51,150 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,078,370 advertising panels in more than 70 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,300 employees

Key information about JCDecaux in China

- N°1 outdoor advertising company in China with 210,500 advertising panels in 35 cities (include Hong Kong and Macao)
- 195,100 transport panels (13 cities)
- 1,093 employees
- 6,400 advertising panels in Campus (32 cities)

About JCDecaux Pearl & Dean

JCDecaux Pearl & Dean Ltd (JCDP&D) is the main subsidiary of the JCDecaux Group in Hong Kong. JCDP&D is the market leader in outdoor advertising sales in Hong Kong, where it has been established since 1976. JCDP&D has been managing the advertising sales concessions for the MTR Corporation for over 30 years and the Hong Kong International Airport since its opening in 1998. The Company currently also operates the advertising concessions for Macau International Airport, Airport Express, Pacific Place Passages and Ngong Ping 360.

Media Enquiries

JCDecaux Transport Hong Kong

Shirley Chan
General Manager
Tel: (852) 2862 7226
Email: shirley.chan@jcdecaux.com.hk