Intelligent Interactive Outdoor Advertising Solution Delivers an Immersive Experience

The solution for San Francisco’s Monterey Bay Aquarium* combines life-like augmented reality, customer interactivity and social media.

Starting at sea level, gently descend 150 feet underwater and see an assortment of fish, sharks, sea turtles and sardines floating by in vivid 3D. Water all around – look up and there’s the water surface; look to the right and a school of fish is swimming by. It’s surprising that this immersive experience, promoting the Monterey Bay Aquarium* in San Francisco, is actually in a bus shelter. Users interact with a six-foot-tall, high-definition touch screen, and colorful vinyl panels coated with ocean scenery decorate the roof and back side. This award-winning outdoor display creates an interactive, engagement zone, where bus riders and passersby can escape to the wonders of the deep blue sea. This amazing experience, called “150 Feet of Awesome,” was developed by Clear Channel* and InWindow*, and is powered by the Intel® Core™ i7 processor, which simultaneously drives the 3D display, takes pictures of users and sends the photos to the cloud.

Create an absolutely unique experience
High foot traffic areas, like Union Square in San Francisco or Broadway Ave. in New York, are inundated with static signs plastered everywhere. Advertisers can set themselves apart, cut through the clutter and truly reach consumers with attractive, interactive outdoor advertising. For instance, this 3D augmented reality display responds to users’ arm movements by creating more bubbles on the screen or having fish change course to get away.

Make a lasting impression
The virtual aquarium entices individuals to press the touch screen to start a journey of discovery to the depths of the sea, concluding with an opportunity to create a personalized postcard with any of four sea creatures, which can be uploaded to phones, email, Facebook* and Twitter*. This high level of interactivity creates a memorable experience that many will want to share with friends and family.

Increase brand engagement
The Monterey Bay Aquarium touches a lot of potential customers. In one month, there were more than: 32,000 unique interactions, 43,000 photos taken, 2,000 SMS received and 250 social media shares.¹

Measure campaign effectiveness
When it comes to advertising, it’s about location and real estate, which is a premium in high traffic areas and ratings. Clear Channel helps advertisers get the most from their campaigns by providing outdoor rating points that indicate the typical demographics and size of the population that is likely to encounter the signage, whether static or digital. In the case of Monterey Bay Aquarium, the goal of the interactive outdoor advertising is to create a virtual experience that will prompt users to visit and see the real thing.

¹ In 2012, the Monterey Bay Aquarium* Won the Digital Screenmedia Association Gold Crown Award for excellence in digital out-of-home content, Point of Transit category: http://www.macdonaldmedia.com/articles
² Source: http://www.youtube.com/watch?v=ShbaRBv635s.

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