



The Leader in Tunnel Video Advertising

OUR NEW OFFICE

We have grown out of our old office space and relocated to:

570 7th Ave., 19th Floor
New York, NY 10018
P) 212-382-2505
F) 212-382-2660

A NEW WEBSITE FOR ADVERTISERS

We have just launched a new website, www.submediaworld.com to help advertisers better understand the Submedia experience. The site is packed with video clips and pictures of Submedia displays in action with creative from around the world. The site contains links to our global websites, press, blog entries, and new products we are developing.

CREATIVE GETS GREAT PRESS

Two recent ads that ran in Submedia displays were so great that members of the press were inspired to write about them. An Aveeno ad in Chicago got great press when it was discovered by a Reuter's editor that was riding the train. In her syndicated column, Lisa Haarlander observed that **"the advertising clip for Aveeno's Continuous Radiance stuck with commuters who barely noticed the products pushed on poster plastering the walls of the trains and stations"**

Another ad for Nissan Murano running in our New York display was discovered by a Metropolis Magazine editor who was commuting from New York to New Jersey. She describes the advertisement as **"... such a beguiling sensation that I have to know how the ad - with its flickering miragelike quality - got there. For me this is the best thing that can happen on any routine trip..."**.

For more information, please go to www.submediaworld.com/press/.

Click on the pictures for the full video

MURANO AD



AVEENO AD



THE POWER OF ENGAGEMENT



A son pulls his mom aside to look at one of the Submedia displays for Coke Blak in Chicago

People walking along corridors, walkways and sidewalks simply don't stop and stare at video displays. Why would they? They have someplace to go. A quick glance is all a TV gets from people walking by, and if your ad isn't playing that instant, sorry – no impression. Video displays are great if you are in a captive location and have time to stare but they simply don't cut it in places where people are moving. Submedia walking displays are perfect for these areas – it's the person's motion that makes the movie work. If they stop, the motion stops. The displays are interactive - viewers are part of the animation process. They love to move back and forth in front of the displays. It's interactive engagement at its best!

D.C. GETS 2 SUBMEDIA DISPLAYS

In April we launched two tunnel displays in the busiest part of Washington D.C.'s metro system that reaches nearly half million transit riders per day. The Target ad below is currently running in one of our D.C. displays.

TARGET AD



TUNNEL ADVERTISING EVERYWHERE!

Tunnel Advertising is now available in New York, Washington D.C., Chicago, Boston, San Francisco, and Los Angeles. Submedia and Sidetrack displays in the U.S. alone make over 55 million monthly viewer impressions. Outside of the U.S., tunnel advertising is available in Tokyo, Hong Kong, Mexico City, Istanbul, Bucharest, Bratislava, Czech Republic, and Poland with new displays being built in London, Paris, Moscow, Kiev, Prague, New Delhi, and Madrid.

NEW SUBMEDIANS

The Submedia team welcomes aboard a number of new team members. Shefali Mehta (mehta@sub-media.com) joins us as Marketing Manager. Co-founder Josh Spodek (spodek@sub-media.com) returns and is helping us with R&D on new products that we will soon be unveiling. Greg Davis (davis@sub-media.com), another former Submedian returns as Operations Manager. John Kennedy (kennedy@sub-media.com), Carter Colter (colter@sub-media.com), and Ron Loosvelt (loosvelt@sub-media.com) have been added to our internal sales force.

For more information, please call us at 212-382-2505 or email info@sub-media.com