

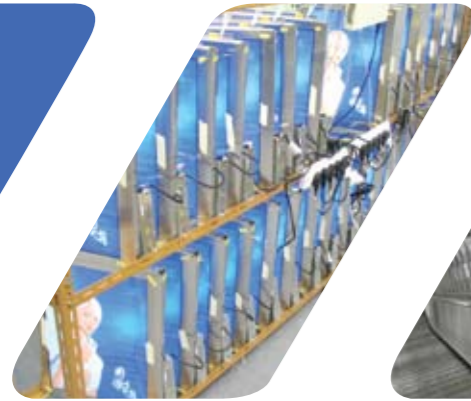
Escalating display technology

Esprit Digital is recognised as the most ground-breaking solutions provider within the digital poster marketplace. Its unrivalled expertise in display technology has led to the development of its core product – the award-winning 23" E5C digital escalator panel - which can transform blank walls into remarkable multi-media displays.

These innovative high definition LCD panels are designed to be placed at intervals alongside escalators and travelators in subways, metro networks, rail stations, shopping centres and airport terminals.

Designed with built-in media players that can synchronise with each other, they can be networked and orchestrated to create dazzling visual effects. Images appear to pass from screen to screen, seamlessly cascading from one to the next, demanding the attention of viewers in a way that static images never could.

An infinite number of screens can be networked together using Esprit Digital's patented ImageFlow™ technology so that the adverts appear to move with the audience.



Alternatively, the panels can be managed using a variety of media packages run on standard operating systems such as Windows XP or Linux.

Like all Esprit Digital panels, the E5C screens are contained in stylish but rugged (IP65) vandal-proof enclosures designed to withstand highly demanding operating environments.

The system in action

The first location to fully implement the network was Tottenham Court Road Underground Station, in London's West End, where the system went live in 2005.

Commissioned by CBS Outdoor - the company which controls all advertising on London Underground - Esprit Digital created a world-first LCD screen solution to replace conventional advertising posters.

A network of 66 high-bright 23" E5C LCD screens was installed along a 40-metre escalator shaft - the busiest on London Underground - creating a unique advertising environment.

The system was voted Best Outdoor Innovation of the Year by Campaign magazine and has been a huge hit with advertisers, many of whom have developed bespoke adverts to maximise the medium's potential.

The site has proved hugely reliable with an astounding 99.97% reliability rate which is second to none in the industry and it has attracted international interest, with transport contractors from as far afield as Paris, Barcelona, Moscow, Shanghai and Hong Kong looking at trial sites of their own.

The second generation system went live in London's Bond Street Tube Station in June 2007 and is now being rolled out across the London Underground network to 20 other stations.

