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## **HEATHROW EXPRESS LAUNCHES FIRST MOTION PICTURE TUNNEL 'VIDEOWALLS' IN EUROPE WITH MICROSOFT**

Heathrow Express, the non-stop rail service between Heathrow Airport and London Paddington, this week launched the first ever motion picture videowall advert in Europe from SideTrack Technologies, featuring computer software giant Microsoft as its launch advertiser.

Heathrow Express has worked with SideTrack Technologies Inc. to introduce 15 second adverts during the tunnel section of the 15-minute journey from London to Heathrow Airport.



Graeme Hay, Commercial Manager at Heathrow Express, explains, "Heathrow Express has always been an innovative media owner and we are constantly looking for ways to allow commercial access to our hard to reach business traveller audience. It is a triumph for this technology to be adopted by a global brand such as Microsoft."

Sam Viollet, Microsoft Ltd Advertising Manager said: "At Microsoft we are always looking for new, innovative and exciting ways to connect to our customers. The Heathrow Express 'videowall' ticked all the boxes and is particularly relevant for the software we are advertising. We are therefore very excited to be their launch partner."

Over the past few weeks the installation of this leading-edge technology has been mainly conducted during the early hours of the morning.

Graeme Hay adds, "A project which works within a train operating environment requires rigorous safety checks – not just for the system but also for the teams installing the equipment. We have installed 450 frames each of which holds an individual printed image and which together cover a distance of nearly half a kilometer. Seen from a train travelling at 70 miles per hour this creates a unique 15 second advert."

Rob Walker, Founder and President of SideTrack said he was excited to bring SideTrack's tunnel advertising technology to Europe and delighted to welcome Microsoft as the launch advertiser.

"We have already proven that the tunnel-ads are hugely successful in our sites in Boston, Mexico City, Monterrey and Rio de Janeiro. Now we want to emulate that success throughout Europe – starting with the Heathrow Express in London."

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## Notes to Editors

### London Installation Key Facts

- The system is located on the Heathrow Express inbound to the airport
- 5.3 million people ride the Heathrow Express each year
- Local contractors were hired to complete the project which required over 800 man hours
- The contractors had an average “work window” of 2 hours per night
- The installation supervisor had to walk/run nearly 5km each night during the installation
- Workers had to ascend/descend 18 flights of stairs each night with their equipment
- Nearly 5 tonnes of equipment was installed on the walls of the tunnel
- Over 8km's of electrical cable was used during the installation
- The train passes the display at 26-28 meters per second (85-90 feet per second)
- The rider is looking at 25-30 pictures per second
- Total length of the system is approximately 450 meters

### About Heathrow Express

Heathrow Express is a non-stop service between London's Paddington Station and Heathrow airport. Trains depart every 15 minutes with a journey time of 15 minutes to terminals 1, 2 and 3 at Heathrow airport and a further eight minutes to terminal 4. Express and First Class offer air conditioned and spacious carriages with onboard TV offering news and weather, items from the BBC motoring programme Top Gear, segments on popular destinations, and for those just arriving in London, onward travel advice from Paddington Station, where this train terminates. Quiet zone coaches are also located on all trains. A taxi share scheme operates at Paddington Station.

[www.heathrowexpress.com](http://www.heathrowexpress.com)

### About SideTrack Technologies Inc.

SideTrack Technologies Inc. was incorporated on April 4, 2000. Combining traditional animation theory with advanced digital technologies, this new display technology has opened up an entire new avenue for leading edge marketers. The display is composed of 450 individually illuminated poster boards. At speed, the images blend together and the riders perceive the blended images as a 15 second 'video wall' or 'movie' outside the train window. With its high visibility, unusual placement location and ability to deliver messages to captive and extremely targetable audiences, SideTrack is a powerful way for advertisers to connect with consumers. The system has the unique ability to entertain and interact with its audience, creating excellent recall rates and tremendous value for advertisers when compared with other out of home media.

SideTrack's clients include advertisers such as Microsoft, Target, Honda, General Motors, Royal Caribbean Cruise Lines, Unilever, and Canon and their systems are currently operating in several international markets including:

- London, England
- Boston, USA
- Rio de Janeiro, Brazil
- Mexico City, Mexico
- Monterrey, Mexico
- San Francisco, USA (February 2007)
- Los Angeles, USA (Summer 2007)

[www.sidetrack.ca](http://www.sidetrack.ca)



**Video and Photo Downloads available at:**

<http://www.digipicsworks.com/downloads/hexsidetrack.zip>

*note: these are large video files (broadcast quality) in zip file and will take 5 to 6 minutes to download.*

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