

PRESS RELEASE

FOR IMMEDIATE RELEASE

## q.media Decaux staged first Innovate Expo in Doha to give firsthand experience of out-of-the-box advertising

Out of Home  
Media

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Argentina  
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Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
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Kazakhstan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Montenegro  
Norway  
Oman  
Poland  
Portugal  
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Slovakia  
Slovenia  
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Turkey  
Ukraine  
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United Kingdom  
United States  
Uruguay  
Uzbekistan

**Dubai, 25 May 2010** – Advertisers always want their campaigns to be impactful, unique, capture people’s attention and be talk of the town.

How to achieve this? One needs to think truly “out of the box” and innovate!

To help advertisers better understand the impact of innovative communications and allow first-hand touch and feel on unconventional advertising products, q.media Decaux organized the first-of-its-kind Innovate Expo in Doha from 13 to 20 May to showcase the latest technologies and clever ideas in outdoor advertising.

Interesting exhibits included MUPIs with 3D objects, water tank, mirror, flip and 3D poster, and products showcased in an emptied column, as well as bus & taxi with amusing artworks.

Clients, media agencies and journalists from Doha and Dubai were invited to the Expo to see and feel the demonstrations on these various products.

JCDecaux Innovate is a unit dedicated to creating bespoke Outdoor solutions tailored to achieving a client’s advertising objectives. As innovation in Outdoor advertising continues to create excitement and add value for both clients and consumers, JCDecaux Innovate is specializing in the creation of outstanding and truly memorable campaigns.

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## **About JCDecaux**

JCDecaux is the 2nd largest outdoor advertising specialist in the world, the market leader in Europe and number 1 in China. JCDecaux is number 1 worldwide for street furniture, number 1 worldwide for airport advertising with concessions in 163 airports, number 1 in Europe for billboard advertising, number 1 in outdoor advertising in Asia Pacific, and number 1 worldwide in self-service bicycles. Employing a total of 9,940 people, the Group is present in 55 different countries.

JCDecaux is currently the only pure player present in the three principal segments of the outdoor advertising market: street furniture, transport advertising and large format.

## **About JCDecauxMEA**

A regional holding of the Group based in Dubai, JCDecaux Middle East and Africa (JCDecauxMEA) established its footprint in 2007. Today, the Company has been expanding rapidly to become a key player in the outdoor advertising industry in the region with operation in the United Arab Emirates with the exclusivity of advertising at Dubai International Airport and Sharjah International Airport. It is also present in Qatar managing the entire outdoor advertising network in Doha, as well as the advertising in Villaggio mall through q.media Decaux. In addition, JCDecauxMEA is the exclusive advertising concessionaire in Algeria for Algiers International Airport and the Tahkout buses fleet.

## **About q.media Decaux**

q.media Decaux is a joint venture of JCDecaux and the national media market leader Qatar Media Services (q.media).

## **Note to the Media**

“JCDecaux” is one word with no space in between, and the first three letters all in capital letters. “q.media Decaux” are two words, in which all letters in “q.media” are in lower case with no space in between.

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