

International Group

Balour

# 3D Screens



**St Pancras Station**  
**WOW Zone Captivating audiences in London's major station**

# St Pancras Station

Screens were installed from the 15th-28th September 2009

8 x 3D screens at St Pancras Station positioned into a WOW Zone experience



18 hours of airtime booked

42" screen size

# Balfour Benefits

- Balfour representatives available to meet clients
- Available throughout installation period
- Extra airtime
- Onsite technical support
- WOW Zone Exhibition Stand
- Centrally located in Promotion area B
- Opposite Euro Star Waiting Lounge

# Success

As a result of phenomenal response from previous projects from the launch of this 3D technology, we incorporated the screens into a WOW Zone and included the brand new sensational Cheoptics Stand.

This brand new technology is a revolving 3D modelled video that can be seen from 360 degrees in any light condition, adding even more of a WOW factor.

We also added extra airtime for each client to ensure they gained maximum exposure in the best advertising venue in the UK.

# Balfour benefits

- Balfour representatives available to meet clients
- Available throughout installation period at the Station
- Questionnaires – see slide/page 12
- Extra airtime
- Onsite technical support

This is an image from one of our clients who advertised with us, Scottish Widows. On the launch of the event, they organized filming with a Scottish Widow walking through the WOW zone and leaflets were handed out to passers by. Please refer to the press release on slide 15.



# WOW Zone installation at St Pancras Station



# WOW Zone





# Questionnaire Responses

We engaged with a total of 3012 people within St Pancras Station. The questionnaire was designed to gauge the effectiveness and power of our 3D advertising platform.

1. When asked if the passengers had seen 3D advertising before?

A Total of 2,741 (91%) said that this was the first time, 271 (9%) said they had seen this or something similar before.

2. When asked what they thought of the 3D Effect?

A Total of 2,771 (92%) had a positive response, 241 (8%) were negative or unsure.

3. When asked if the screens were engaging enough to stop and view them again?

A Total of 2,831 (94%) said they would, 181 (6%) said they would not or were undecided.

4. When asked if they would discuss the 3D technology with anyone after viewing them?

A Total of 2,500 (83%) said they would, 512 (17%) said they would not or were not sure.

# Generic Data

	Screen 1 (loc 1430)	Screen 2 (loc 1431)	Average	Benchmark*	Perf.
Nb of by passers over a week	19 088	13 850	<b>16 469</b>	5 759	+186%
% of by passers looking to the screen	42%	36%	<b>39%</b>	27%	+12 pts
Nb of viewers over a week	8 570	5 125	<b>6 848</b>	1 573	+335%
Average dwell time	16,9 sec.	15,7 sec.	<b>16,3 sec.</b>	9,9 sec.	+65%
Average attention time	6,9 sec.	6,9 sec.	<b>6,9 sec.</b>	4,3 sec.	+60%
% of men	63%	46%	<b>56%</b>	54%	+2 pts
% of women	37%	64%	<b>44%</b>	46%	-2 pts
% of children	2%	1%	<b>2%</b>	5%	-3 pts
% of young adults	56%	67%	<b>61%</b>	52%	+9 pts
% of adults	40%	31%	<b>36%</b>	39%	-3 pts
% of seniors	3%	1%	<b>2%</b>	4%	-2 pts

The benchmark is based on a selection of 70 networks worldwide representing more than 500 screens and is the result from the average of all those screens.

Monday, Wed and Thursday were the days with most traffic and viewers

The average attention time for men was 7.7 sec vs 6.0 sec. for women.

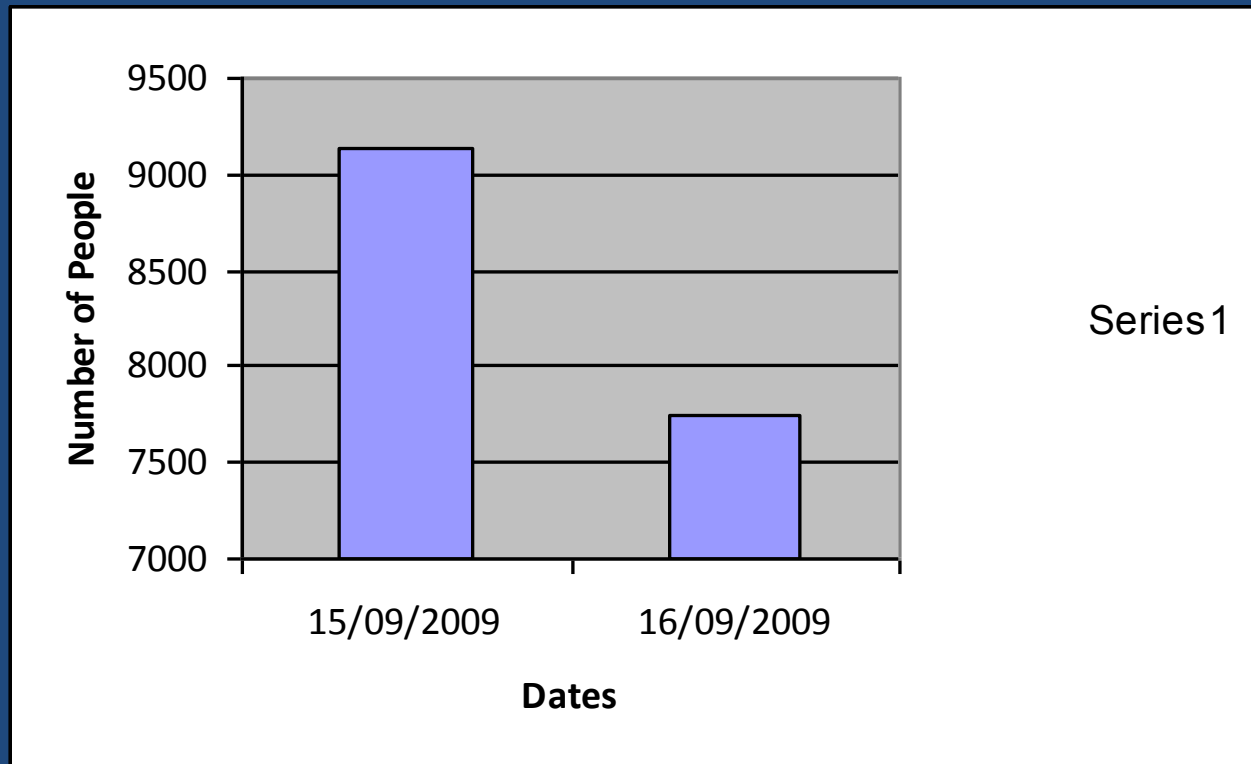
The two peaks in an average day for the best attention time was 11-12AM and 3-4PM

The 7-10AM slot sees 27% of the daily traffic.

The *median* attention time (ie where 50% of the population watch more and 50% watch less) is 2,4 sec.

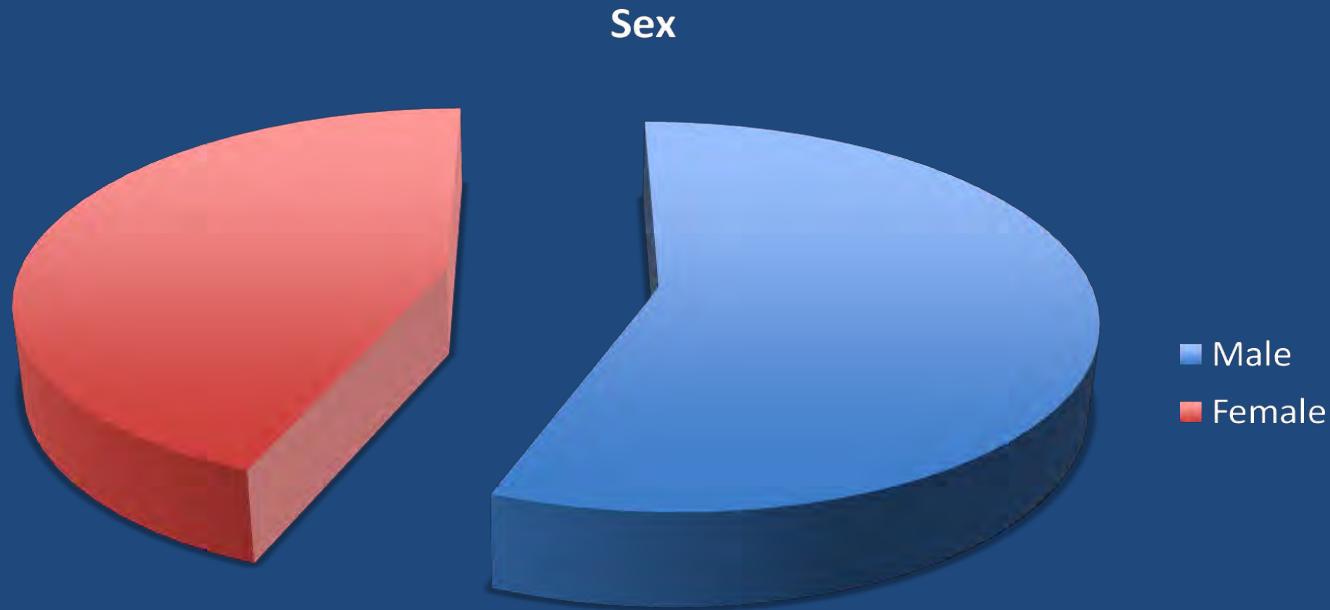
15% of the viewers *watch* more than 10 seconds and thus pull the average up, while 70% of the viewers *stay around* more than 10 seconds (dwell time)

# WOW Zone data capture



- The following charts outline the number of people viewing two of our screens located in the WOW Zone at St Pancras Station.
- Web cams located on top of two of the screens recognises people when they stop directly in front of the cameras
- Data was obtained during the two day trial from the 15<sup>th</sup> September 2009 when the screens were installed until the 16<sup>th</sup> September 2009.

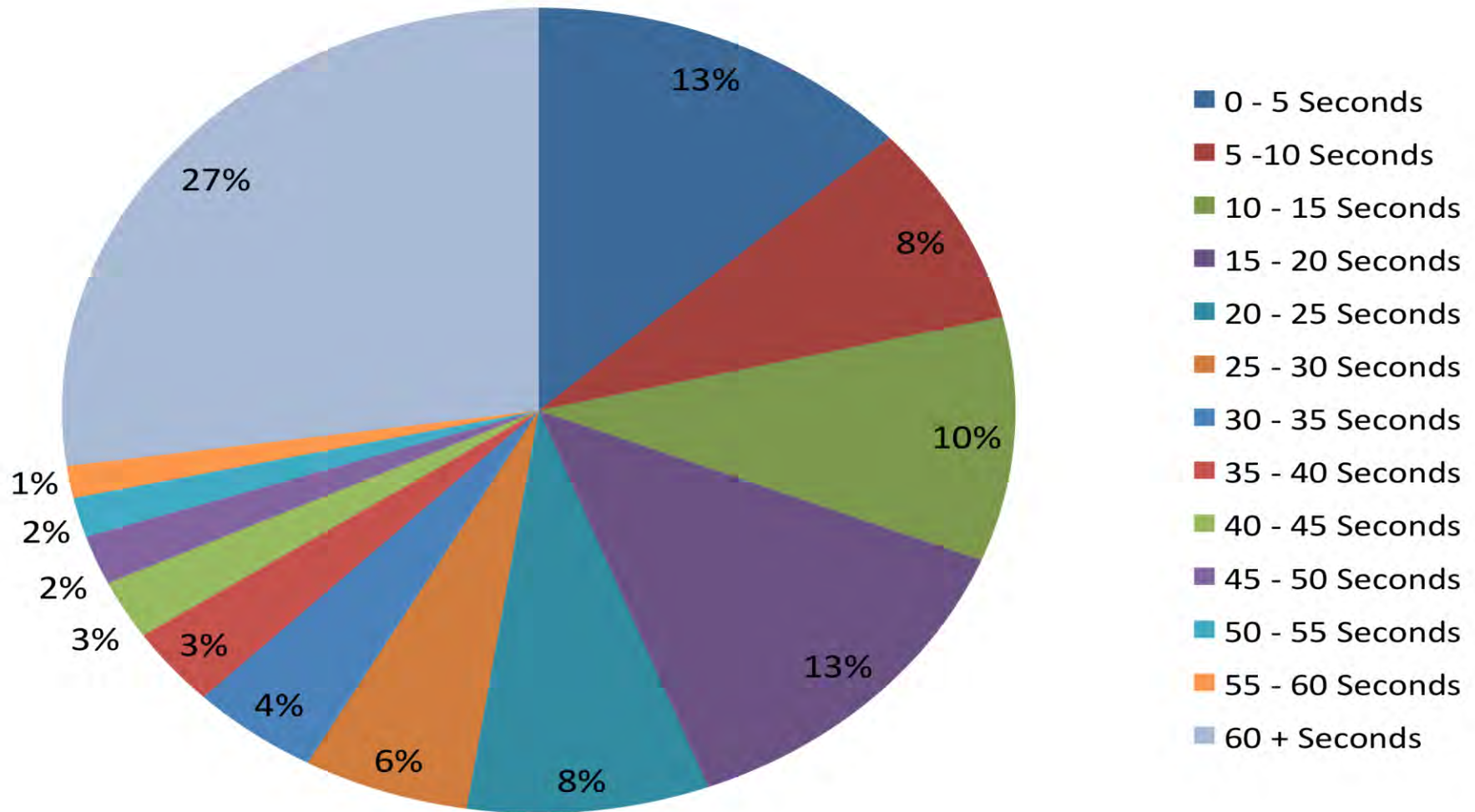
# Demographic split



Above is a chart which outlines the split between males and females watching the screens. This is calculated by the face recognition system which can define whether a male or female is looking at the screen.

# Time spent viewing screens

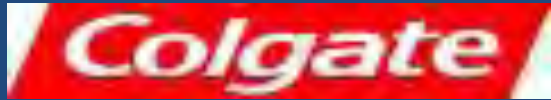
From our face recognition technology which we have used during various events the results below show on average the time period that people spend watching each screen.



# Other Global Venues

<b>Bahrain Airport</b>	<b>Bahrain</b>
<b>Beijing Airport</b>	<b>China</b>
<b>Copenhagen Airport</b>	<b>Denmark</b>
<b>First Mall</b>	<b>Egypt</b>
<b>Munich Airport</b>	<b>Germany</b>
<b>Select CityWalk Mall</b>	<b>India</b>
<b>Delhi Airport</b>	<b>India</b>
<b>Forum Mall</b>	<b>India</b>
<b>Hyderabad Airport</b>	<b>India</b>
<b>Nirmal Lifestyle Mall</b>	<b>India</b>
<b>Israel Station</b>	<b>Israel</b>
<b>City Mall</b>	<b>Jordan</b>
<b>Mega Alma-Ata Mall</b>	<b>Kazakhstan</b>

<b>Kuwait International Airport</b>	<b>Kuwait</b>
<b>Sunway Pyramid Mall</b>	<b>Malaysia</b>
<b>Antara Polanco Mall</b>	<b>Mexico</b>
<b>Oslo Central Station</b>	<b>Norway</b>
<b>Oman Airport</b>	<b>Oman</b>
<b>Zlote Tarasy Mall</b>	<b>Poland</b>
<b>Red Sea Mall</b>	<b>Saudi Arabia</b>
<b>Kingdom Centre Mall</b>	<b>Saudi Arabia</b>
<b>Cape Town &amp; Johannesburg Airports</b>	<b>South Africa</b>
<b>Amsterdam Central Station</b>	<b>The Netherlands</b>
<b>Dubai Festival City</b>	<b>United Arab Emirates</b>
<b>St. Pancras International</b>	<b>United Kingdom</b>
<b>Broadgate Estates</b>	<b>United Kingdom</b>



Global advertisers

# Summaries

We installed 8 x 3D screens in to a WOW Zone formation with a 3D Holographic centre piece in the central location of St Pancras Station for a 2 week period. The idea of the location was to ensure that we targeted a high profile commuter audience as well as tourists traveling on Eurostar.





الإدارة العامة للترويج والسياحة والتجارة  
Department of Tourism and Commerce Marketing



## Discover Dubai in 3D this September

(14 September 2009) The Government of Dubai, Department of Tourism and Commerce Marketing (DTCM) is taking part in an innovative 3-dimensional advertising campaign in London's St Pancras Station between 15-28 September with some 36 hours of footage of Dubai shown across screens prominently displayed in the station concourse.

Ian Scott, director UK and Ireland for DTCM, said that: *"As a destination celebrated for its pioneering spirit and for being at the forefront of development, Dubai Tourism is excited to be involved in one of the first 3D advertising campaigns of its kind. We hope that the outstanding visuals inspire those who see them to visit Dubai and experience all that it has to offer first-hand."*

The campaign coincides with the unveiling of the new Philips 3DTV which uses a "lenticular" lens – similar to the grooved plastic pictures that move when flexed – to 'trick' the brain into seeing images floating in front of the screen. It will be up to five years before this innovative technique becomes commonplace, and this campaign represents an exciting first-look at the technology that is set to shape our future viewing.

Charles Firebrace, the Head of Business Development at Balfour International Group says: *"After many years in development, 3D screen technology is surpassing all expectations in terms of the impact to the advertiser and general consumer. As an organisation our goals in the first two years were for 3D to enter four key markets: the UK, the UAE, India and Germany. Working with Dubai Tourism simply highlights the importance of the UAE and the UK as part of our successful strategy moving in to 2010"*

Please also click on the link below to view a press release wrote by Scottish Widows:

[Press Release](#)



Balfour International Group is proud to work with a range of high profile brand names, locations and retail concerns.

For further information and references please contact:

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