



XBOX 360 : Microsoft and JCDecaux Innovate France usher in a new "era of gaming"

For the very first time in Paris, Microsoft is inviting the general public to enjoy a preview of its new video game console and to play in the heart of the French capital!

Microsoft, in partnership with Universal McCann, called on JCDecaux Innovate France to create a promotional event to coincide with the commercial launch of the XBOX 360.



One week before the scheduled start of its national campaign on the Metropole Cinema network, a teaser advertisement is being used to stimulate the interest of passers-by: a number of street furniture displays - chosen within intra-muros Paris for their strong affinity with the console's core target population - have been fitted with electroluminescent posters inviting the public to enter into a "new era".

Starting on November 16, and lasting one week on these same sites, JCDecaux Innovate France will transform the XBOX 360 into a console for video games in the street. Equipped with a 20-inch TFT screen and WiFi connections to the gamepads, the street furniture will house the XBOX 360 and allow the general public to watch demonstrations, and even to play alongside XBOX and Microsoft consultants.

The "live" XBOX sessions will be accessible every day of the one-week campaign from 12 o'clock midday to 2 o'clock pm, and from 4 o'clock to 7 o'clock pm (excluding Sundays).

While demonstrating the mastery of all the different processes used for this event, this performance will also require the Group's technical personnel to mount and dismount the system every day, and put back the teaser poster outside the times devoted to the games.

Officially launched on September 28 earlier this year, Innovate France is the Department in the JCDecaux Group dedicated to dynamic and interactive event-based solutions for outdoor advertising campaigns.

Neuilly, 16 November 2005