

JCDecaux tests six Intelligent Street Furniture items following the invitation to submit projects by the Paris City Authorities

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Paris, March 28, 2012 – JCDecaux SA (Euronext Paris: DEC), the world's number one outdoor advertising company, announces the installation of four of the Group's six Intelligent Street Furniture items selected by the Paris City Authorities as part of its process to evaluate new projects.

JCDecaux has designed 6 innovative items representing the company's vision for digital services in the urban environment. The aim is to make Paris easier to navigate and more accessible for the public.

JCDecaux designed its offering around 5 major themes: *discovering, getting information, sharing, working, and playing.*

Paris residents and visitors can experience the Concept-Bus Shelter, the "Décodeur Urbain" (City Box), the Digital Totem and Digital Harbour. Forthcoming innovative installations will include: the Digital Playground and the e-Village.

The **Concept-Bus Shelter** offers an array of multi-service innovations and is located on the corner of Boulevard Henry IV and Place de la Bastille.

It represents the intelligent bus shelter of the future, combining unprecedented levels of comfort (a wider bench and roof, improved access and a glazed roof that provides lighting at night and filters the sun's rays during the day) along with innovative features such as a free WiFi connection, and mobile phone charging points. The bus shelter allows the public to find out more about Paris and the local area via a 72-inch screen displaying high-quality historic photos.

The bus shelter also offers a defibrillator monitored by a GPRS network, underlining JCDecaux's ongoing commitment to public service.

A key part of this project was to provide practical, legible information that is easy to read from a distance. The screen is located above the bus timetables and displays news about Paris, France and the rest of the world. The bus shelter also enables users to view local classified ads, to find their way around the city and to find out about things to do in the neighbourhood.

All these services that help people move around the city and discover what Paris has to offer are provided by the "**Décodeur Urbain**", a common element shared by the different Intelligent Street Furniture items. This "City Box" offers users a range of applications on a 42-inch screen (or a 22-inch screen accessible to people in wheelchairs). The Concept-Bus Shelter was created by the internationally acclaimed designer Patrick Jouin, who has previously worked with JCDecaux on the Group's street furniture and Vélib' bicycle docking stations. Partners such as Métalforming, Défibrillateur Opérationnel Connecté, Glass Unlimited and La Parisienne de Photographie are also working with the Group on this project.

The Digital Totem is an information system specifically designed for Paris. The large screen provides outstanding image quality even in bright light with high-definition digital imaging. The content is managed remotely and can be updated in real time. Designed by Patrick Jouin, the Digital Totem will provide information about the range of cultural activities in Paris, the latest municipal news as well as Twitter updates from the Town Hall. Located on the corner of rue de Rivoli and rue Saint Denis, it offers a vibrant showcase for the City's communications.

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The **Digital Harbour** offers a haven of peace and quiet in the heart of the city. A first for the city streets, it provides a 100% connected area with internet access and space for discussions for people who want to work, rest or access information. The brainchild of JCDecaux, the Digital Harbour provides a moment of respite from the bustle of the city. Designed by Mathieu Lehanneur, it draws upon the expertise of Interscène, ISS and Métalforming companies.

The plant-covered roof and partially wooden structure all help to create a relaxed and peaceful atmosphere. The Digital Harbour includes a free WiFi connection, recharging points for electronic devices, and the opportunity to use all the applications included in the City Box. The swivel seats are equipped with tabletops designed for laptop computers, enabling users to work solo or to interact with others. The Digital Harbour is located on the Rond-Point des Champs-Élysées.

Jean-Charles Decaux, co-CEO of JCDecaux, made the following statement: *“JCDecaux has played a part in the changing face of cities for more than 45 years so answering the invitation from the Paris City Authorities to submit projects was a fantastic challenge and a unique opportunity to try out new services. We are delighted that the City chose 6 of our proposals and to be providing people living in and visiting the French capital with access to our Intelligent Street Furniture. Providing a glimpse of the City of the Future, these projects create a new digital dimension in the urban environment that is accessible to all. The fundamental principles underpinning our Intelligent Street Furniture projects include: integrated multi-functional solutions, attractive content and innovative design with particular attention paid to environmental issues. Created with the help of our leading technological partners and software application editors, our goal in this project is to help make Paris the most innovative of all World Cities.”*

JCDecaux Group, key figures:

- 2011 revenues: €2,463m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Dow Jones Sustainability indexes
- No.1 worldwide in street furniture (426,184 advertising panels)
- No.1 worldwide in transport advertising with 175 airports and nearly 282 transport contracts in metros, buses, trains and tramways (367,770 advertising panels)
- No.1 in Europe for billboards (219,498 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (246,819 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,013,510 advertising panels in more than 50 countries
- Present in 3,688 cities with more than 10,000 inhabitants
- 10,304 employees

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