

Play, a new way to have fun in the city

Out of Home Media

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Paris, January 31, 2013 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today the official inauguration of the *Play* table (one of JCDecaux's six Intelligent Street Furniture items selected by the City of Paris) in the presence of Jean-Louis Missika, Deputy Mayor in charge of Innovation, Research and Universities, and Pierre Aidenbaum, Mayor of the 3rd *arrondissement*.

In response to a call for projects launched by the Paris City authorities, JCDecaux designed 6 innovative concepts 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 have already been able to experience the Concept-Bus Shelter, the '*Décodeur Urbain*', the Digital Totem, the Digital Harbour, the e-Village; they can now enjoy *Play*.

Designed by Mathieu Lehanneur, the *Play* table is a playground for the digital age, created specifically for Paris' parks and gardens. Installed in the *Square du Temple* (in the 3rd *arrondissement*) in January 2013, the digital playground comprises two 22-inch multitouch screens that are tilted for optimum visibility. Each screen (play table) provides access to games and can be rotated around an off-centre axis to allow users to adjust the screen into a comfortable position when sitting on one of the three seats provided or, alternatively, in a wheelchair.

This digital table is based upon an open-source platform, using standards for online and smartphone applications, making it easier to include games created by a wide range of developers. The first games to be included on the table were developed by PlayTouch, a company that has developed and published games since 2010.

Albert Asséraf, Executive Vice-President, Strategy, Research & Marketing of JCDecaux, said: *"We are delighted to be unveiling the Play table today, part of JCDecaux's Intelligent Street Furniture range that is currently being tested in Paris. The Play table has been specifically designed for the city's parks and gardens, creating an interactive playground that is open to everyone, providing an enjoyable and relaxing experience for the public. The City of Paris has given us a wonderful opportunity to test this new service with residents and tourists. We are proud to have developed the initial games in partnership with PlayTouch, a start-up company that has been based at our offices in Neuilly-sur-Seine since 2011. This latest Intelligent Street Furniture product underlines once again our Group's expertise in terms of innovation to provide public services and our wish to be open to new content creators."*

Key figures for the Group

- 2012 revenue: €2,623.0m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (426,200 advertising panels)
- No.1 worldwide in transport advertising with 175 airports and 280 contracts in metros, buses, trains and tramways (367,800 advertising panels)
- No.1 in Europe for billboards (208,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (202,200 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,013,500 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,300 employees

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