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Astral Media Outdoor unveils its new BIXI network

(Montreal, February 10, 2009) - Astral Media Outdoor (AMO), one of Canada's leading outdoor advertising companies, unveiled today its brand new outdoor advertising network in partnership with BIXI, the self-serve bicycle service that will be implemented in Montreal this spring by *Stationnement de Montréal*. Some 300 stations will be set up in Montreal with a fleet of close to 3,000 BIXI bikes. Each station will have an information panel displaying a map of nearby stations as well as an advertising face:

Main features of the BIXI advertising network:

- A network of 200 advertising faces on 300 stations in Phase I (2009) in downtown Montreal neighbourhoods;
- AMO collaboration in designing the advertising column in order to harmonize the display format with existing AMA Street Columns located in Montreal;
- Development of the network to eventually build solar powered backlit displays;
- Direct view of the advertising face by motorists and pedestrians, while the backside (station interior) will be used by *Stationnement de Montréal* for user targeted information.

About BIXI

BIXI will become the most economical and ecological way to get around Montreal. Each BIXI station will consist of bicycles, a technical area, bike docks, and pay stations, and operate on an exclusive computer program for complete network management. Incorporating the latest technology, the system is entirely solar powered and uses wireless communication protocols. When necessary, mobile stations can be set up and used in conjunction with major events.

Built in Québec, the BIXI bicycle was ranked 19th out of the top 50 inventions of 2008 by Time Magazine, affirming once again the talent, creativity and innovation that is found in Montreal.