

## **Astral Media Outdoor Redefines Urban Outdoor Advertising with its New Interactive Infoguide Column**

**(Montréal, April 14, 2009) - Astral Media Outdoor** continues to innovate with the introduction of a new interactive display Column in Montreal. Developed in collaboration with the City of Montreal and the borough of Ville-Marie, the InfoGuide Column will enable users to identify tourist attractions and the main public and commercial services located near where they are standing, as needed and on demand.

The first prototype of the Column, which has been undergoing tests for three months, was installed in Montreal at the corner of Sainte-Catherine and Peel streets, one of the busiest intersections in Canada.

Like Columns already installed in downtown Montreal, the InfoGuide Column has three faces, two of which are for advertising, and a third for interactive information. What is truly innovative about this Column is its 40 inch liquid crystal (LCD) screen. All users have to do is touch the screen to identify the main municipal services and tourist and cultural sites on a map of the district. A second screen that is switched on when the user selects something on the first screen provides the user with additional information on various topics, such as subway stations, museums, hotels, restaurants, and stores located in the neighbourhood. The information will be updated regularly from the Ville-Marie borough database.

“We are proud to take outdoor advertising to new a new level once again, as well as contribute to the revitalization of downtown Montreal’s street furniture,” noted Astral Media Outdoor President, Luc Sabbatini. “Investing in this new technology confirms our leadership in the outdoor advertising industry and also helps us consolidate our Digital division.”

### **About Astral Media Outdoor**

**Astral Media Outdoor** is one of Canada’s leading outdoor advertising companies. Founded in 1987, it has continually impressed consumers and advertisers alike with its boundless creativity and product innovation. With an unparalleled outdoor and indoor network, Astral Media Outdoor offers clients close to 8,000 strategically placed advertising faces in key markets in Québec and Ontario. With a strong commitment to environmental protection, the company has also embarked on a series of GREEN AND CLEAN initiatives in order to minimize the impact of its products on our environment.

For more information about Astral Media Outdoor, please visit [astralmediaaffichage.com](http://astralmediaaffichage.com).

- 30 -

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