

MEDIA RELEASE

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JCDecaux launches Sydney Airport virtual reality tour for advertisers in an Australian Airport first for Out-of-Home

SYDNEY: JCDecaux Australia has launched market-leading virtual reality (VR) technology to showcase to advertisers its suite of advertising assets throughout Sydney Airport's International and Domestic terminals.

Designed to replicate the passenger experience, the VR site tour is the next best thing to being there for advertisers wanting to understand JCDecaux touchpoints and their strategic positioning throughout the Sydney Airport environment.

Partnering with Catalyst VR, global leaders in virtual, augmented and mixed reality technology, the Sydney Airport VR site tour uses custom virtual reality software and high-end production to showcase a brand's presence on JCDecaux's digital and static portfolio in and around the airport. The tour can be experienced by advertisers using VR headsets or existing mobile devices.

Lucinda Milton, Business Director ANZ, JCDecaux Airport said: "Airports are a powerful and engaging location to connect with captive, desirable and premium audiences who have time for meaningful connections with brands. Our Sydney Airport VR site tour is an immersive experience that replicates the passenger environment for advertisers who are considering an airport campaign."

The tour captures all points of the passenger journey, including check-in, departure gates, the arrivals hall and exterior locations, including car parks. Creative executions specific to an advertiser can be inserted within the virtual tour to more accurately convey the experience a traveller will have as they move through the airport.

Jamie Gilroy, Managing Director at Catalyst VR said: "Advertisers will be able to view the virtual tour of Sydney Airport through existing devices, including their mobile or tablet, via a web browser or by using virtual reality headsets. It's a unique, immersive and realistic experience of what a passenger sees."

Jeremy Howe, Chief Strategy and Innovation Officer, JCDecaux said: "The Sydney Airport tour is ideal for showcasing our airport business to international advertisers who may not be familiar with the JCDecaux Airport portfolio. Using VR tours to showcase advertising in our airports is an Australian Airport first for Out-of-Home and demonstrates our ongoing commitment to partner with technology leaders to showcase our assets and deliver value for advertisers."

JCDecaux's comprehensive Australia and New Zealand airport portfolio is part of its global airport offering and includes sites in Sydney and Perth in Australia, as well as Auckland, Christchurch and Queenstown in New Zealand.

The Sydney Airport VR tour is the first in a series that will be supplemented with VR tours of additional airports in the JCDecaux Australia and New Zealand Airport portfolio.

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About JCDecaux

JCDecaux is a global out-of-home advertising company, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY17, JCDecaux reported revenue of approximately €3,493 million. Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian business includes street furniture and transport advertising, plus its recent acquisition of APN Outdoor in Australia and New Zealand comprising 40,000 assets spanning airports, rail, transit, static and digital billboards. JCDecaux commissions and maintains a range of street furniture assets, including bus and tram advertising shelters (either traditional or digital), automatic public toilets, self-service bike rental scheme and retail kiosks with integrated advertising panels.

Key figures

- 2018 revenue: €3,619m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good index
- N°1 worldwide in street furniture (526,350 advertising panels)
- N°1 worldwide in transport advertising with more than 210 airports and 275 contracts in metros, buses, trains and tramways (365,950 advertising panels)

- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (646,270 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,620 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,650 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,058,830 advertising panels in more than 80 countries
- Present in 4,031 cities with more than 10,000 inhabitants
- 13,030 employees