



i n v e n t

Case Study

Nice airport, France
May - June 2006

Introduction

HP has launched a four-week out-of-home advertising campaign using the EyeClick interactive digital signage network. The activity took place in the Nice “Cote d'Azur” airport, France, during the months of May and June of 2006, featuring the campaign theme “The computer is personal again”.

The HP interactive digital signage display

The HP projection display is part of the company’s first global campaign for the Personal Systems Group (PSG). The campaign’s unifying theme is the hands, which are also the main feature in the interactive out-of-home digital signage campaign. International travelers follow the projected hands, which interact with people on the display surface, wherever they go.



The projection features four HP “hands”, which interact with travelers passing-by, who are exposed to the HP logo and campaign theme: “The computer is personal again”. EyeClick’s campaign in Nice was a great success, as over 28% of the 96,435 passing on the projection area stopped to interact with the content. Average interaction time was over 8 seconds.



Activity Summary

During the four-week time period of the HP campaign, of the 96,435 travelers passing on the interactive digital signage display, over 27,000, accounting for almost 30%, interacted with the projected content for an extended time.

For the first time, brand executives can view live exposure and interactivity statistics, straight from the display area, using EyeControl technology. In addition, EyeClick's remote management system sends a live feed from the projection area, enabling a view of up to the minute activity, captured by SkyEye technology.

Nice - HP

	Total	Passed On	Interacted	Avg. Time
Today	369	339 92%	30 8%	10.78
Total	96435	70868 73%	27053 28%	8.42

Update time: 19-06-2006 09:15

System status: **Online**

Projector:

Application:

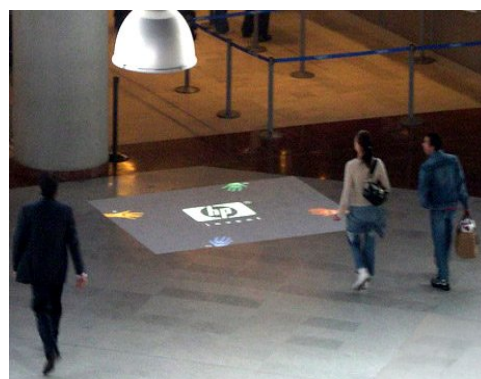
Sound volume:

Errors: 0 New errors
[Location DownTime Report](#)

Nice 19/06/2006, 10:23:11

EyeControl in action

When discussing the recent HP campaign in Nice, Ariel Almos, EyeClick CEO said: "The HP campaign is one of many recent examples of a large advertiser deploying EyeClick for its feature integrated marketing campaign. EyeClick's presence in global media activities provides reinforcement to the relevance of interactive digital signage as an effective media tool. We are in the process of signing additional agreements with global brands, which aspire to participate in multinational interactive campaigns."



About EyeClick

Founded in 2004, EyeClick is a market leader in out-of-home interactive digital signage. EyeClick offers attention grabbing interactive solutions, which increase brand awareness and drive sales in events & trade shows, retailers, and public venues where its network is installed. EyeClick is based in Tel Aviv, Israel and has partners in various global territories.

For more information, please contact: info@eyeclick.co.il