

Your Next...

From where you display your ads to how you'll clear Customs to what you'll use to pay: a sampler of new technologies that will help you do business better

Ad Campaign

Starting this summer, commuters might begin riding the subway just for the view. In June, Atlanta's subway system becomes the first to open its tunnel walls to motion-picture advertising. Submedia, the New York company that makes the ads, says the tunnel ads work like a flipbook: as riders zip down the track, hundreds of stationary pictures on the tunnel walls blur into one continuously moving image. In-tunnel ads, which are now under consideration by other city subway systems nationwide, fill a growing need: "The problem with urban advertising," a Submedia exec says, "is that they're running out of places to put ads."

—Alan Wirzbicki

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Coming soon to a subway near you: cities are experimenting with motion picture advertising inside train cars



Phactory Productions, Inc. / Michael Monar