

PRESS RELEASE

Date : July 13, 2009
Sender : Quince

Quince builds enormous eye catcher for Media Markt

A new eye catcher at the Amsterdam establishment of Media Markt is a wall of 15 by 5 meter on which more than 20 LED-displays are mounted. The wall plays a part in a campaign for LED-displays and was realized by Quince.

The displays show several movies that are adjusted to each other. The movies start dependent on each other. For the synchronization of these images Quince developed the appropriate software.

The wall was commissioned by Cheil Communications and set builder Gielissen. The latter also delivered the concept. The print image on the wall, a flower and a bird that appear to come out of the wall in 3D, was printed by Expo Size. Suspension of the wall was handled by Van Domburg.

Quince has completed the wall in two weeks. The next couple of months the work can be seen at the Amsterdam Arena establishment of Media Markt.

Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.

For additional information please contact Quince.

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