

JCDecaux Texon unveils the first building wrap on HK's tallest curtain wall residential building

Out of Home Media

Hong Kong, July 12, 2007 – JCDecaux Texon, N°1 street furniture advertising company in Hong Kong, unveiled the first building wrap on Hong Kong's tallest curtain wall residential tower, The Cullinan by Sun Hung Kai Properties (SHKP), which targets to launch its sales during the 4th quarter of this year.



Argentina
Australia
Austria
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Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hong Kong
Hungary
Iceland
India
Ireland
Italy
Japan
Korea
Latvia
Lithuania
Luxembourg
Macau
Malaysia
Montenegro
Norway
Poland
Portugal
Russia
Serbia
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Kingdom
United States
Uruguay
Uzbekistan

Leveraging the inspiring ideas of both SHKP and Focine Advertising, along with JCDecaux Texon's design excellence, the spectacular wrap covering an area of 3,600 square metres and benefits from its ideal position and aesthetic impact. The splendid neon light ring harmonises with the building wrap, shining out the tallest residential building in HK, The Cullinan.

"It was a great challenge for us to complete the project on this full curtain wall building under severe weather conditions. With collaboration and great efforts, the project completed successfully within 2 months despite the difficulties." said Edward Poon, Senior Operations Manager of JCDecaux Texon.

"Our client strives to look for some special outdoor advertising for this residential project, with International Commerce Centre stands next to it, they are the very last phase of development at Kowloon Station. To ride on the first-of-its-kind glass-curtain wall, the building wrap is truly original and makes a splash in town. I just want to thank JCDecaux Texon, Standard (Chan's) and Conga Communication for their effort contributed to the success of The Cullinan." said Focine Advertising Limited.

Ashley Stewart, CEO of JCDecaux Texon, said "This building wrap is a great first for residential project. Especially designated for Sun Hung Kai Properties and initiated by JCDecaux Texon, the installation shows our capacity to continuously innovate, offer creative outdoor solutions to ensure maximum impact for every site and every brand."

德高動思首個外牆廣告 在全港最高玻璃幕牆住宅矚目誕生

香港最大街道設施廣告公司—德高動思，為新鴻基地產在今年第四季公開發售之全港最高玻璃幕牆住宅「天璽」呈獻首個外牆廣告。

憑藉新鴻基地產和影藝廣告的創新意念，與及德高動思力求製作優質廣告的堅持，促成這個外牆廣告的誕生。位於「天璽」幕牆的廣告，面積達三千六百平方米，遙遠可見，座擁優越地利，高聳而立並極富藝術美感。牆身的霓虹燈飾與玻璃幕牆融為一體，瑰麗奪目，照亮全港最高住宅—「天璽」。

德高動思高級營運經理潘浩玲透露：「這項計劃中最艱鉅的挑戰是在惡劣天氣下於玻璃幕牆外工作。儘管困難重重，全賴各方通力合作，工程得以在短短的兩個月內順利完成。」

影藝廣告有限公司表示：「為宣傳九龍站項目最後一期，毗鄰環球貿易廣場，全港首個最高玻璃幕牆住宅『天璽』，新鴻基地產一直在尋找一個創新的宣傳模式。最終邀得德高動思策劃，並由標準陳氏和國雅廣告共同製作這個盡展時尚簡約風格的外牆廣告，引來各方注目。我特此感謝以上的合作伙伴，努力提升廣告成效，突顯『天璽』的王者氣派。」

德高動思行政總裁 Ashley Stewart 稱：「這個由德高動思創作、為新鴻基地產度身設計的住宅外牆廣告在香港史無前例，不但展現了我們不斷求變的精神，並證明了我們創新的戶外廣告媒體，無論在任何角落，都有助客戶提高品牌和產品的宣傳效用。」

Key Figures for the Group:

- 2006 revenues: €1,946.4 million
- JCDecaux is listed on the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
- N°1 worldwide in street furniture (318,000 advertising panels)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, tramways and trains (207,000 advertising panels)
- N°1 in Europe for billboards (200,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 725,000 advertising panels in 48 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

JCDecaux Texon

JCDecaux Texon Limited

Hong Kong's N°1 Street Furniture Company, JCDecaux Texon, operates the only Bus Shelter, Bus Pole and Tramcar Advertising Network in Hong Kong.

The pioneer of Bus Shelter advertising since 1994, JCDecaux Texon has expanded its unrivalled above-ground advertising network from over 5000 panels' Bus Shelter Network to 140 Trams and Billboards at prime location in city centre. Present in the three principal segments of the outdoor advertising market: street furniture, billboard and transport advertising, it strengthens the Company's leadership position in outdoor advertising.

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