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Monster Media

BMG INTERACTIVE DISPLAY TURNS HEADS AT EXPO

GAUTENG, South Africa (September XX, 2010) – Monster Media, the global leaders of interactive out-of-home (OOH) technology, presented an interactive customized experience promoting Bearing Man Group (BMG) at the Electra Mining Tradeshow at the MTN Expo Centre in Gauteng on Oct. 4-8.

Through a partnership with Oasys, Monster Media created three virtual footprints consisting of a linked LCD Monster Wall and two iPOP™ displays featuring BMG, Africa's largest specialist distributor of engineering components. Monster Media presented BMG with a customized virtual experience for attendees of the tradeshow.

“BMG had a desire to showcase their brand in an innovative way that would stand out in the tradeshow environment,” said Johan Burger, director of Monster Media South Africa. “We were able to create a truly unique experience for them that proved to be the only one of its kind at the event, and stopped hundreds of attendees in their tracks.

The dynamic interactive experiences fused together both gestural and multi-touch technology, bringing BMG’s message to life and offering the user an engaging experience which featured several levels of engagement, including numerous videos and a touch through product menu, employment options and an overall virtual tour of the company.

About Monster Media South Africa:

Monster Media remains the leader of advertising that responds to consumers’ body movements and storefront domination programs. Their ability to deliver quality programs and customer service has allowed them to expand their presence across the globe with network applications including: storefront dominations, mass transit, airports, sport and entertainment venues and custom events. Since its inception in 2005, Monster Media has executed nearly 300 storefront ads globally and worked with clients such as HBO, Lexus, Target, Microsoft, MTV and Timberland to bring their messages to life. All campaigns are monitored and maintained around the clock by Monster Media. For more information please go to: <http://www.monstermediasa.com/>.

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