

Honda Unlocks 3D Digital Experience in Times Square on Clear Channel Spectacolor's Massive Outdoor HD Display

Automaker's Innovative Marketing Campaign Drives Awareness of New CR-Z Sport Hybrid via SpectacolorHD Digital Billboard

Clear Channel Outdoor Holdings:

WHO: Clear Channel Spectacolor, the U.S. market leader in spectacular sign displays and a division of the world's largest outdoor advertising company, Clear Channel Outdoor (NYSE: CCO) and American Honda Motor Co, Inc., a leading manufacturer of automobiles and engine powered-products, as well as the largest manufacturer of motorcycles in the world.

WHAT: As Honda takes over Times Square to launch its national, multiplatform campaign introducing the new CR-Z Sport Hybrid coupe, Clear Channel Spectacolor's SpectacolorHD digital billboard located in the heart of Times Square will be an integral element of the campaign. For the first time ever, 3D technology will be coupled with Clear Channel Spectacolor's massive SpectacolorHD screen to enable true immersive interaction for the Times Square audience.

Transforming Times Square into veritable playground, Honda plans to air a 3D video short about the CR-Z on the SpectacolorHD screen, which soars above the hustle and bustle of New York City's top destination. Onlookers will receive special 3D eyewear to view this one-of-a-kind, visually stunning 3D spectacular. This campaign demonstrates the highest level of engagement by combining cutting edge, innovative out-of-home (OOH) advertising with live event capabilities.

WHY: With its unique OOH marketing resources in major pedestrian destinations such as Times Square, Clear Channel Spectacolor engages consumers with an immersive brand experience and creates impressions that transcend traditional boundaries. SpectacolorHD has the best image quality of any digital billboard in New York City's midtown Manhattan district dubbed the "Crossroads of the World." The digital board also supports mobile messaging to nearby devices and serves as an anchor for experiential marketing programs with Web site tie-ins. This Clear Channel Spectacolor partnership opens up a world of possibilities for advertisers and marketers interested in integrating brand messaging into a highly effective and engaging 3D experience.

WHEN: On Thursday, September 23rd between 10:00 a.m. and 6:00 p.m. EDT.

WHERE: Set in the "Crossroads of the World" next to Duffy Square, the SpectacolorHD board is situated at 47th Street and Broadway.

Source: Clear Channel Outdoor Holdings