

July 17, 2014

 Clear Channel Outdoor

# Clear Channel Outdoor Demonstrates Real-time Photo Sharing, Digital Media Technologies at Boston South Station

*Photos leap from One Financial Center across the street to South Station*

*\*No “selfies” will be harmed in digital activation*

BOSTON--(BUSINESS WIRE)-- Clear Channel Outdoor Holdings, Inc. (NYSE:CCO):



The South Station media represented by Clear Channel Outdoor includes 75 impactful ad displays and two captivating digital screens all positioned to deliver immersive brand experiences to the nearly 4 million visitors who pass through South Station each month.

**WHAT:** [Clear Channel Outdoor](#) (NYSE:CCO), in partnership with [Aerva](#), will demonstrate how out-of-home (OOH) media has transformed itself from traditional billboards to an even more powerful, and engaging medium for brands to use in reaching consumers. Clear Channel Outdoor – Boston is hosting a VIP event at One Financial Center in Boston, overlooking Boston's South Station which is home to multimedia and digital solutions from CCO.

At the event, a CCO photo booth will let Boston's advertising VIPs capture "selfies." CCO's Cambridge-based partner, Aerva, will use their technology to display the selfies on South Station's digital screens. This demonstration illustrates how marketers can engage consumers through out-of-home creative in real time to create or deepen a brand relationship.

Journalists are invited to witness how digital out-of-home media is amplifying its power as the last true broadcast medium with dynamic digital capabilities, integration with mobile devices and through new measures of accountability and insights. CCO-North America's [President and COO Suzanne Grimes](#) will be on hand to discuss what's next in the OOH transformation.

Clear Channel Outdoor-Boston has been the official advertising media provider for South Station, one of Boston's two busiest transit hubs, since January 2014. The South Station media portfolio represented by Clear Channel Outdoor includes 75 impactful ad displays and two captivating digital screens all positioned to deliver immersive brand experiences to the nearly 4 million visitors who pass through South Station each month. Aerva's cloud-based digital display management software, AerWave, has previously been employed by CCO for digital screen activations with advertisers at South Station; their solution helps CCO manage, measure and integrate real-time data and interactive content.

**WHO:** Clear Channel Outdoor Leadership Team and Boston Advertisers  
Including: **Suzanne Grimes**, President & COO, CCO North America  
Stephen Ross – President, CCO-Boston

**WHEN:** 6:00-9:00 PM, Thursday, July 17 2014

**WHERE:** One Financial Center, 10 Dewey Square, Boston, MA 02110  
South Station, 700 Atlantic Avenue, Boston, MA 02110

**CONTACT:** The VIP event is invitation only, but interested press may attend by RSVP'ing to **Mariellen Burns**, [mburns@regancomm.com](mailto:mburns@regancomm.com) or (M) 617.406.8287 or David Grabert, [davidgrabert@clearchannel.com](mailto:davidgrabert@clearchannel.com), 212.812.0089, to attend as a guest.

#### **About Clear Channel Outdoor Holdings, Inc.**

Clear Channel Outdoor Holdings, Inc., (NYSE:CCO) is one of the world's largest outdoor advertising companies, with more than 675,000 displays in over 40 countries across five continents, including 47 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 1,000 digital billboards across 39 U.S. markets. Clear Channel Outdoor Holdings' International segment operates in nearly 30 countries across Asia, Australia, Europe and Latin America in a wide variety of formats. More information is available at [www.clearchanneloutdoor.com](http://www.clearchanneloutdoor.com)

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Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140717006265/en/>

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Source: Clear Channel Outdoor Holdings, Inc.