

## PRESS RELEASE



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### **Canditv® and The North Face bring interactivity to giant 9 storey city centre screen.**

On consecutive Saturdays over the next two weekends an innovative and unique retail experience will hit the streets of Manchester City Centre representing the first of its kind in the UK.

On the 17<sup>th</sup> and 24<sup>th</sup> October between the hours of 12pm and 4pm the giant 9 storey digital media screen located outside Piccadilly Station will for the first time ever become fully interactive, allowing passing shoppers and commuters to control the screen by using their mobile phones just like TV remotes.

Thanks to a partnership between Canditv®, The North Face and City Gateway Media, anyone with a mobile phone will be able to dial a local rate number displayed on the screen, to play a simple interactive game and then visit The North Face Store on Deansgate to collect a prize.

Kevin Griffiths Managing Director of Data Driven Logistics Ltd in Stoke On Trent and providers of the multiple award winning Canditv® commented “we are delighted to be working in Partnership with both The North Face and City Gateway Media to bring this innovative experience to Manchester for the first time. Our interactive screen solutions can now be found in a growing number of locations nationally, but this is the first time we have linked a retail focused campaign to a large city centre screen and we are very excited about the project.”

Lisa Batchford – Marketing Controller for The North Face in the UK comments, “We have used the screen in Manchester previously for pure advertising purposes, but now we have an opportunity to create a whole new retail experience. By encouraging people to interact with The North Face content on the large screen, and rewarding them for doing so, we are confident of significantly increasing footfall to our Deansgate Store”

David Lamey – CEO of City Gateway Media who own the iconic Piccadilly screen added “the opportunity to work with both Canditv® and The North Face on this campaign was of great interest to us. Our screen is iconic and well known to the people of Manchester, but the ability to make it interactive, brings a whole new dimension to it, and is a very attractive proposition for our clients”

The experience starts this Saturday at mid-day when a Bluetooth message will be distributed to anyone within a 200m radius of the Piccadilly Screen, encouraging them to dial a local rate number displayed on the screen to take control and interact. The campaign is also being promoted on the screen itself with a 3 day countdown message running throughout the day and night from Wednesday 14<sup>th</sup> October.

#### **Notes to editors**

Canditv® is part of Data Driven Logistics Ltd, an innovative software and technology solutions provider. Canditv® enables any television or screen that is connected to the Internet to become interactive, allowing advertisers, retailers, games manufacturers, service providers and so on, to reach their target markets and customers in a completely new and innovative way. Simply by using any mobile phone to dial the number displayed on a screen enables users to navigate and interact with the content. For further information visit [www.canditv.com](http://www.canditv.com) or contact Kevin Taylor 08458 733200, [kevin.taylor@canditv.com](mailto:kevin.taylor@canditv.com)