

Contact:

Katy Saeger

Saeger Media Group / Schematic

katy@saegermediagroup.com

310-597-2337

Schematic Debuts Intelligent, Multi-User “Touchwall” as Information Hub of Cannes Lions International Ad Festival

High-Definition Interactive Display Delivers Instant Access to Complete Festival Program, 3D Maps and Tools to Dynamically Connect with Other Attendees

CANNES, France (June 21, 2009) Schematic, a WPP Digital company, announced today the debut of its intelligent, multi-user “Touchwall,” which will serve as the information hub of the Cannes Lions International Advertising Festival. Designed to help delegates get the most out of the event, the massive 12-foot long by five-foot high interactive display provides attendees with instant access to the complete festival program, 3D maps of the event and surrounding area, and information on local restaurants and bars. The Touchwall also allows delegates to schedule meetings with each other and to trade contact information over email.

The experience begins when an attendee places his or her event badge against the Touchwall. Equipped with an RFID reader, the Touchwall recognizes delegates through RFID tags embedded in the conference badges. Once the badge is authenticated, the Touchwall provides a personalized workspace on the display, from which users can then navigate the event. Multiple people can work side by side, creating a productive and fun environment for sharing information and ideas.

“The key to delivering the kind of game-changing results that clients demand lies increasingly in finding better ways to connect with consumers and to provide real value,” said Trevor Kaufman, CEO of Schematic. “With the Touchwall, we’re introducing a new platform that enables brands to create engaging digital experiences for their customers. These types of interactive-out-of-home installations will give advertisers new opportunities to better connect with consumers by giving the user control over the quality and duration of the interaction, while also offering a more personalized experience. We are pleased to be able to unveil the Touchwall at the Cannes Lions Festival and are looking forward to a great event.”

Providing a fully immersive experience, the proprietary Touchwall technology was developed by Schematic from the ground up. Artfully combining spatial navigation design, multiple database coordination, and a pristine and intuitive user interface, the Touchwall leverages Schematic’s deep expertise in software development and user interface design. Schematic hopes the unveiling of this new platform will spark discussion on how marketers can more effectively leverage the interactive out of home channel. The Touchwall will be centrally located on Level 1 of the Palais des Festivals, between the entrances to Debussy Theater and Grand Auditorium.

"Each year Cannes presents the most comprehensive overview of the state of the international communications industry," said Philip Thomas, CEO of the Cannes Lions International Advertising Festival. "Schematic's Touchwall is exactly the kind of category-defining platform that our attendees come to Cannes to experience, and we see it becoming one of the star technology attractions at the event. The technology is amazing."

About Schematic

Schematic, a WPP Digital Company, creates powerful, multi-platform interactive experiences for the world's largest brands. Servicing Fortune 1000 firms including Target, Nokia, Comcast, Turner, Microsoft, NBC, and Dell, Schematic helps companies connect with customers by delivering strategic solutions for the Web, mobile devices, television, interactive-out-of-home environments, and emerging platforms. Recognized by both Advertising Age and AdWeek as one of the industry's most innovative firms, Schematic is a leader in user-interface design, new technology development, and interactive marketing. Deep expertise across digital channels allows Schematic to advise clients with confidence how to leverage available technologies to support business objectives. In 2008, the firm was also named to Microsoft's elite Global 20 list of preferred partners.

Schematic is headquartered in New York and Los Angeles with additional U.S. offices in Atlanta, San Francisco, Austin and Minneapolis. The firm also has a growing international presence with offices in London and San Jose, Costa Rica.

About the Cannes Lions International Advertising Festival

The International Advertising Festival - Cannes Lions - is the largest gathering of worldwide advertising professionals and advertisers as well as the most prestigious annual advertising awards. More than 6,000 registered delegates from 94 countries and around 8,000 total visitors from the advertising and allied industries attend this event to celebrate the best of creativity across all media mix, discuss industry issues and network with one another. Over 22,000 ads from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lion trophy, honouring the most creative film, print, outdoor, interactive, radio, design, sales promotion, integrated and Titanium advertising, as well as the best media and direct marketing solutions. The PR category launches in 2009. A unique programme of high-profile seminars, workshops and keynote speakers are also presented by some of the biggest names in the industry.