



WindowGain's High Definition Displays Offer Larger-Than-Life Opportunity to Advertisers

By Jennifer Walker-Journey

Outdoor advertisers strive to get the attention of potential customers through catchy wording and vivid graphics. One company claims its imagery can stop people in their tracks.

WindowGain, located in Newton, Mass., is an out-of-home media company that has taken digital billboards to the next level. The company turns existing glass surfaces into huge digital advertising boards.

"Our cutting-edge technology and prime, high traffic locations provide exposure and quality of impressions," said Adam C. Dell, WindowGain CEO. "It can't get any easier, faster or more effective."

These 50-square-foot screens have opened windows of opportunities for companies looking to enhance their brands with the latest technology can offer. Consider walking down the street and coming face-to-face with a larger-than-life Labrador, or running into a 6-foot-tall, sweating bottle of beer. Few can resist taking a second glance.

WindowGain uses a patent-pending process to convert windows into vivid, high-definition video displays. With the highest resolution imagery and flexible content options such as HD video, flash animations, high-resolution still photos, news or sports tickers, image quality is maintained so that it appears as if it is part of the building architecture.

The company targets high-trafficked city streets, partnering with retail owners to replace vacant and underused storefront windows with the giant digital display boards. Response has been encouraging, so much so that the company is expanding steadily.

Displays are scattered near Boston and the United Kingdom, where the company has offices. WindowGain is

currently adding more locations throughout New England and the United Kingdom and plans to be in the top five U.S. markets by end of the first quarter of 2009.

When the company first unveiled its flashy displays in the spring of 2006, it wasn't an instant sell for advertisers, Dell said. "Agencies were hesitant at first, but we gained visibility and advertisers now understand how to use it."

Since then, several clients have jumped at the opportunity. WindowGain's client list includes such companies as the New England School of Law, Blue Man Group and the New England Aquarium.

boston.com, the online arm of The Boston Globe uses the large display boards to deliver the day's news and boost its brand awareness beyond the monitor.

"Truly leveraging the power of the Internet and real-time information, the boston.com spots provide pedestrians with the latest headlines from six different sections of boston.com. Realtime weather, time and date are dynamic as well. The 10-second spots are just long enough to leave people wanting more and give the ultimate, content driven impression," Dell said.

When Boston radio station Radio 92.9 embarked on its own outdoor advertising campaign, WindowGain's "contrarian form of media" sparked the interest of the station's program director, Dana Marshall. "We were able to make impressions on pedestrians, both visually and sonically. Being able to have a 'look' that is in motion, and 'sound' clips of the music we play, is very desirable! We've had many comments about how 'cool' these boards are," Marshall wrote in a letter of support for WindowGain.

"One of the most important things is that this is something that applies to all businesses who advertise," Dell said, whether it's a school, an arts group or a mobile telephone company. "As we gain more traction, our client list continues to grow."