

**PRESS RELEASE****Ströer and Deutsche Bahn extend beacon test environment at Düsseldorf's main station until March 2015**

Cologne, November 28, 2014                      Ströer and Deutsche Bahn have extended DUS Open Playground for an additional four months. Interested parties can test iBeacon campaigns at Düsseldorf's main station free of charge until the end of March.

**“Agencies and advertisers are still very much interested in tackling the matter. iBeacon technology is a highly complex subject and the feedback of the participants of the Open Playground shows that its development is time-consuming”, Christian von den Brincken, Managing Director for Business Development at Ströer, says. “Therefore, the request was repeatedly brought to us to extend the duration of the project. We comply with the request of our clients, to generate an optimum set of solutions and cases.”**

The innovation will benefit retail customers in particular, as iBeacon technology allows e-commerce mechanisms to be linked seamlessly with bricks-and-mortar retail. A mobile extension of the out-of-home campaign makes it possible to activate consumers on their smartphones. Targeted appeals, individual offers or direct navigation to the POS are just some of the possibilities an integrated campaign offers.

As an infrastructure provider, iBeacon technology essentially gives Ströer the opportunity to combine the real world with the online universe and enable digital handshakes throughout Germany. With DUS Open Playground, the media marketing company is primarily pursuing the goal of providing a dense iBeacon network at a high-traffic transportation hub to offer agencies and advertisers an attractive test environment.

Agencies and advertisers interested in testing out their solution in DUS Open Playground can register at [www.stroeer.de/open-playground](http://www.stroeer.de/open-playground), where they can download a fully documented software development kit (SDK) for iOS and Android from Berlin-based iBeacon specialists Sensorberg.

Participating agencies also have the chance to submit a case film on their solution. Following completion of the test, Ströer, Deutsche Bahn and a panel will evaluate the submitted beacon use cases based on value, originality, scalability, understandability and technical feasibility. The best solutions will receive the Hyperlocality Award.

#### **About Ströer**

Ströer Media SE is a leading provider of online advertising and out-of-home, and offers its advertising customers individualized and fully integrated premium communications solutions. In the field of digital media, Ströer is setting new standards for innovation and quality in Europe and is thus opening up new and innovative opportunities for targeted customer contact for its advertisers.

The Ströer Group commercializes several thousand websites and more than 280,000 out-of-home advertising faces. With consolidated revenue of EUR 634m for the full year 2013, Ströer Media SE is one of largest providers of out-of-home media in Europe in terms of revenue.

The Ströer Group has approximately 2,300 employees at over 70 locations.

For more information on the Company, please visit [www.stroeer.com](http://www.stroeer.com).

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