

## PRESS RELEASE

### Ströer installs huge LCD screens in Hamburg and Düsseldorf central station

- **H&M shines as first client up in lights on the new LCD screens at Hamburg Central Station**

*Cologne, May 11, 2012* Ströer Group has taken a further qualitative step into the future of digital out-of-home advertising by installing huge LCD screens measuring 24 and 16 square meters at Hamburg and Düsseldorf's central stations. The screens are the first of their kind at train stations in Germany and complement the Cologne-based S-Dax company's extensive digital Out-of-Home-Channel network.

Swedish fashion chain H&M has snagged the opening slot: Starting immediately, it will exclusively show off its products on the LCD screens located near Hamburg Central Station's southern footbridge (Südsteig) and on the screens of the Out-of-Home-Channel. H&M will launch its swimming and holiday season, presenting its newest bikini range in two 15-second ads that cannot be overlooked.

Starting Monday, the screens will become part of Ströer's digital network. They will be synced up with the Out-of-Home-Channel's continuous program – a professional mix of news, information and advertising.

**„Thanks to our Out-of-Home-Channel, we are the trend-setter in digital out-of-home advertising. We have put the third pillar of the moving images market in place through the set-up of an extensive network”, explains Ströer CEO Udo Müller. „Ströer is now offering access to the most frequented ad spaces in Germany: our LCD screens in Hamburg Central Station's southern footbridge (Südsteig). No other site in Germany is as highly frequented.”**

**Thorsten Ebbing, Managing Director of kinetic: „We are very proud that our customer H&M has booked this innovative medium exclusively as the first. H&M has been one of the biggest advertisers in the Out-of-Home Media. This is also a confirmation of the orientation of kinetic to the field of digital out-of-home media.”**

With over 450,000 visitors per day, Hamburg Central Station is the most-visited railway station in Germany. According to the Fraunhofer Institute's *Frequenzatlas* (Traffic Count Atlas), 150,000 people pass the two LCD screens at the southern footbridge (Südsteig) every day. The LCD screens are also visible from a long way off on the station platforms, where travelers are alerted to the ads' messages.

At Düsseldorf Central Station, a total of four 16-square-meter LCD screens have been mounted in the terminal. They too will be made operational in the coming days.

#### **About Ströer**

Ströer Out-of-Home Media AG, Cologne, together with its subsidiaries, specializes in all forms of out-of-home advertising media, from traditional posters and advertising at bus and tram stop shelters and on vehicles, through to sophisticated digital out-of-home advertising media. The Group commercializes more than 280,000 advertising faces and, with consolidated revenue of EUR 577.1m for fiscal year 2011, is one of the leading out-of-home advertising companies in Germany, Turkey and Poland. In terms of revenue, Ströer is one of Europe's largest providers of out-of-home advertising.

The acquisition of ECE flatmedia GmbH has enabled the Ströer Group to expand its digital out-of-home media portfolio to include shopping malls. The advertising media portfolio of the Cologne-based SDAX-listed company thus comprises digital moving-picture networks in Germany's largest train stations, in underground and suburban railway stations and now also in the country's largest shopping malls.

In addition, Ströer boasts a broad offering of out-of-home advertising products that set new standards in terms of the quality, innovation and design of advertising media and street furniture. Ströer's street furniture has won 27 international awards. The Ströer Group has approximately 1,700 employees at over 70 locations.

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

**Press contact**

Claudia Fasse

Ströer Out-of-Home Media AG

Director Group Communication

Ströer Allee 1 • D-50999 Cologne

Telephone: 02236 / 96 45-246

Fax: 02236 / 96 45-6246

Email: [cfasse@stroer.de](mailto:cfasse@stroer.de)