

a member of JCDecaux Group

# BigBoard

## ABOUT THE CLIENT

**BigBoard Group** (a member of JCDecaux Group) is the largest outdoor advertising media house in Ukraine and has been at the forefront of pioneering out-of-home marketing solutions for the past 26 years.



Outdoor Solo device installation.



HYPERVSN bus stop campaign.

See Extraordinary  
**HYPERVSN**

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## CASE STUDY: OUTDOOR BUS SHELTER INSTALLATION

### CHALLENGE

**BigBoard Group** set out to utilize HYPERVSN Solo devices at an outdoor bus stop in Eastern Europe during the winter holidays, to wish commuters an awe-inspiring Season's Greeting with 3D holographic technology during their travels.

### SOLUTION

**Hype Media**, the HYPERVSN Advertising Partner in Eastern Europe, integrated HYPERVSN Solo devices into a standard bus stop shelter in Kiev (modelled off of the French JCDecaux public transport stations). This revolutionary installation brought the festive spirit of the holidays to life, through a mesmerizing 3D holographic Season's Greeting. The installation's housing protected the HYPERVSN devices and their 3D visuals from the harsh environmental conditions that they faced outside (ensuring maximum visibility throughout the day). The internal temperature of the installation was regulated, allowing HYPERVSN devices to continue operating outdoors in freezing conditions of -25°C.

[Click here to see this case study in action](#) 



The City Council described this installation as, **“One of the most beautiful New Year's campaigns that the city has ever seen.”**

### RESULT

HYPERVSN transformed the traditional outdoor print media space at bus stops, with an unforgettable 3D holiday greeting. The installation successfully attracted commuters of all ages, seizing their childlike sense of awe and wonder with a groundbreaking display of 3D technology and festive spirit.

As a result of this campaign, there are several worldwide out-of-home agencies looking to partner with HYPERVSN to redefine the outdoor media space.

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