

Insight Media UK



Xscape 3D Screen Network



Introduction

Insight Media presents a digital advertising opportunity in the UK's premier leisure / retail destinations, and the UK's first screen network featuring the wow factor of 'glasses-free' 3D!

The X-Leisure portfolio boasts 5.25 million square feet of prime leisure, retail & entertainment space, home to the top brands in the leisure industry, and attracting 50 million visitors per year.



The “Xscape” centres at Milton Keynes, Castleford & Braehead (Glasgow) are the flagship venues of the X-Leisure portfolio.

With a unique combination of extreme sports (real snow ski slopes, skydiving), inspirational brands, cool retail outlets, cinemas, bars & restaurants, Xscape represents the UK's ultimate lifestyle & leisure brand.

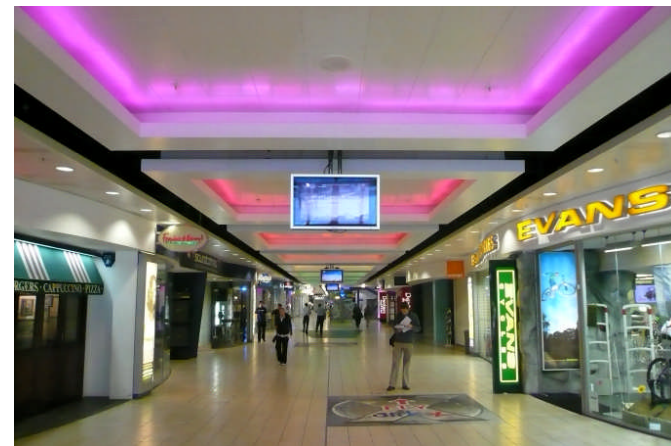
Get the 'X' Factor with glasses-free 3D

In addition to conventional 2D screens, the Xscape 3D network is the first in the UK to offer attention-grabbing glasses-free 3D screens - a unique combination of screen & software technology from NewSight GmbH that allows the viewer to see incredible 3D depth AND projection effects, without the use of special glasses.

With NewSight 3D, images appear to float up to 3 feet in front of the screen, creating an unbeatable 3D viewing experience that stops viewers in their tracks.

Get wow! factor, not wallpaper

Content needs to be specially rendered to create the 3D projection effect, but can be easily created for any advertiser by our in-house content team.



The Network

The network covers the 3 Xscape venues at Milton Keynes, Castleford & Braehead, the O2 Centre in north-west London, together with Brighton Marina and Cambridge Leisure Park.

Total footfall across the above venues is 513,000 visitors per week (26.7 million per annum).

The network offers 77 internal screens, over 20 of which are 3D-enabled screens, the SKYWALL at Milton Keynes (a 7m x 5m external LCD screen), and a large format poster lightbox in O2.

Additional branding opportunities are available at many of the centres.

Further venues will be added to the network over the next 6-12 months.



Xscape MK



Xscape BH









Xscape CF



The Venues

The advertising opportunities at each individual centre are shown below:

		2D Screens	3D Screens	MK Skywall	O2 Lightbox	Weekly Footfall
	Xscape MK	7	8	1		116,000 (6.0m pa)
	Xscape CF	24	6	-	-	69,000 (3.6m pa)
	Xscape BH	16	5	-	-	50,000 (2.6m pa)
	O2 Centre	-	3	-	1	144,000 (7.5m pa)
	Brighton Marina	4	-	-	-	67,000 (3.5m pa)
	Cambridge LP	2	1	-	-	67,000 (3.5m pa)
	TOTALS	53	23	1	1	513,000 (26.7m pa)

Advertising Options

Advertising Packages are available for individual centres or all 6 centres, and for all or any type of screen – eg. the 2D / 3D screens, +/- the SKYWALL at Xscape MK, the O2 Centre lightbox, or all screens

Details of additional branding, sampling, promotional & other media opportunities at the centres can be provided on request.

Campaign options range from 2 week intensive promotions featuring a 10 second advertisement repeating 40 times per hour, to highly cost-effective full year bookings offering 20+ repeats per day.

Content production is surprisingly low cost, and is quoted for on an individual basis, depending on available material, use of templates, and 2D or 3D requirements.



Please see next page for rate card

Contact Us

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A BrandPlay Group Company – www.brandplaygroup.com

Useful Websites

About the network:

www.xscape3d.tv

About Insight Media:

www.imuk.net

About X-Leisure:

www.x-leisure.co.uk

About Xscape:

www.xscape.co.uk

About the 3D screens:

www.4dscreens.com