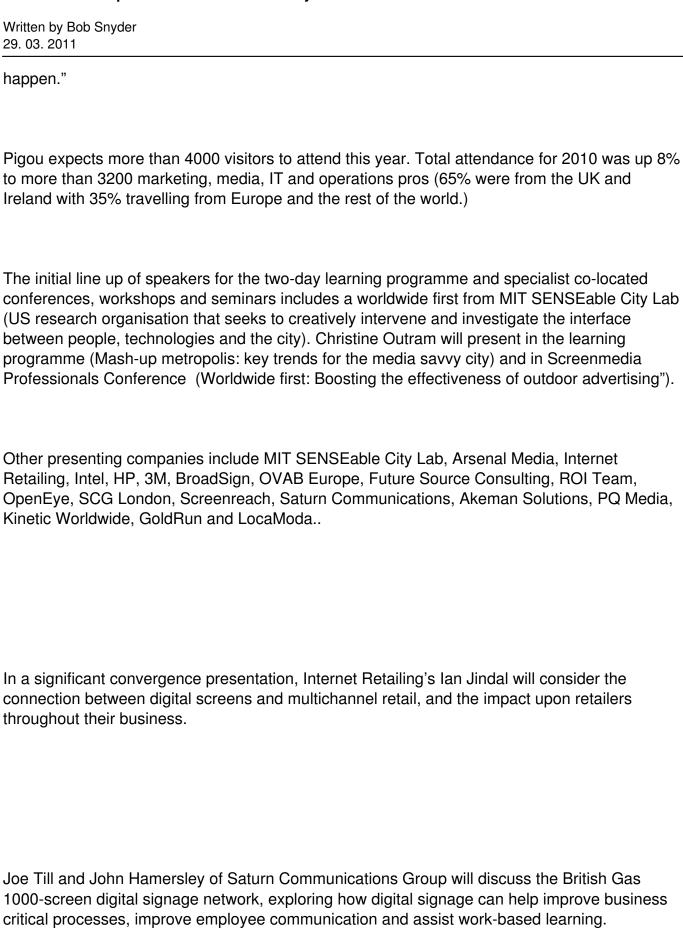


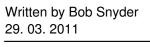
What can you expect at this year's Screenmedia expo 2011 in London?

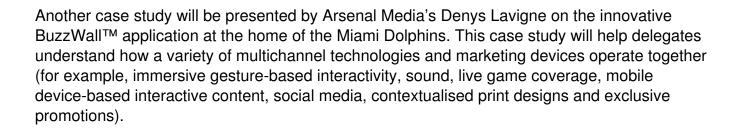
Mark Pigou, Director of Screen Events, says, "...I can promise visitors and exhibitors that Screenmedia expo 2011 will be the biggest, brightest and boldest yet. The expo is consistently growing year on year, as is the digital place-based media sector, and this makes for exciting times ahead. What is essential is that we as an industry continue to collaborate, network, inspire and create in order to establish digital media as a more attractive, viable opportunity for brands, agencies, marketers and end users to engage with. The expo is an ideal platform to make this

## Screenmedia Expo with MIT SENSEable City Lab



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Vivian Rosenthal from GoldRun will demonstrate how emerging platforms that integrate augmented reality, location based services and other marketing techniques are creating a new way for marketers to reach and connect with consumers.

At the Screenmedia Professionals Conference, a highly sought-after speaker, Patrick Quinn of PQ Media will present exclusive data and analytics on Europe vs The Rest of World.

Running alongside Screenmedia expo there will be a new forum called FLEX London aimed at forward-looking creatives, planners, media owners and creative technologists.

Details will be released soon on the additional workshops and seminars taking place at Screenmedia expo (to be hosted by Minicom, Imperative Group, Cisco, Rapid TV News and DailyDOOH, Nova Versa and never.no).

Go Screenmedia expo 2011 at London's Earls Court 2, May 18-19th