

Citytv

media television

DON'T MISS IT! SATURDAY AT 8PM ET  
REPEATS WEDNESDAY AT 11:35PM AND THURSDAY AT 8PM ET

## SUBMEDIA

Its a typical scene; people reading, heads bobbing, riders just...staring blankly. Sound familiar? That's right. We're on the subway. But New York-based Submedia has a cure for those bored eyes...technology that presents moving picture advertising on dark subway tunnels. For riders, what happens is a series of still images that are backlit and covered by thousands of 'slits' flick past the train windows. The speed of the train duplicates the movement of film through a projector...creating a moving picture. Advertisers love it. Transit authorities love it. And it's all based on hundred year old toy zoetropes. Check out [www.sub-media.com](http://www.sub-media.com) and watch MediaTV get taken for a ride.

Link: [www.sub-media.com](http://www.sub-media.com)

