



## MEDIA MASTER PLAN

**New digital media screens and surfaces are a more and more common sight in urban environments. These screens provide interesting new possibilities for combining interactive and dynamic content relevant to time, place, event and audience.**

Media Master Plan researches and develops the growth of new business models around digital media screens.

By using digital surfaces, new commercial, informative and phenomenal displays are created for the city. Media Master Plan shows a vision of how new screens are visible in the city environment, for example in streets, squares, shopping centers and private spaces.

New solutions and services for the screens are tried out in business-driven pilots. At the same time, we nurture new innovations and search new business opportunities for small and medium-sized businesses.

### Screens are already here

In November 2011, Hok-Elanto and Forum Virium Helsinki revealed a large media screen display in downtown Helsinki.

Two huge media screens in the corner of Sokos department store provide experiences, event information and an interactive medium to promote the store's merchandise.

Previously, media screens have been tested in the Helsinki City Tourist Office on Unioninkatu, Helsinki-Vantaa Airport and in the Finnish Pavilion Kirnu during Shanghai World Expo 2010.

### Further information

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