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The Sunday Times - Business

January 30, 2005

September 25
2018 July 15 2018

Small business

High tech comes to sandwich boards

IDEA OF THE WEEK

THE traditional way of promoting your goods and services on the street is to use sandwich boards, but now there is a modern equivalent, writes *Julie Earle-Levine*.

A Japanese company, Universal Planner, has invented Chibi Vision, effectively a digital billboard. It consists of a backpack with a screen that can show words or moving images.

The seven-inch screen can show videos with sound because speakers are also included in the pack.

The idea is to use Chibi Vision billboards in areas where the target audience can be found in great numbers.

Advertisers who want to get their message across at a convention, sporting event or film premiere could hire models or use their own sales and promotion staff to walk around with the backpacks.

Emiko Miki, Universal Planner's chief executive, said: "This is a cutting-edge means of relaying a message to segments of the general public. We think people who see an ad this way experience it with a personal touch and this turns their interest into purchases."

The backpack costs \$1,500 (£800) to buy, including the portable DVD player, or it can be rented out at a price negotiated with Universal Planner. It comes with a lithium battery and AC adaptor and is light to carry.

<http://universalplanner.jp/>



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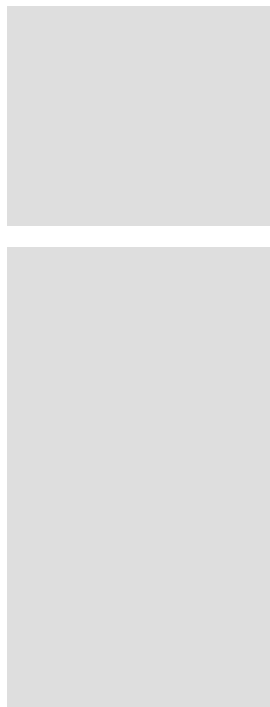
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