

**SUBMIT**

SEARCH

**Rocket Science Goes Underground**

*Still image of Snapple ad in Path Train.*

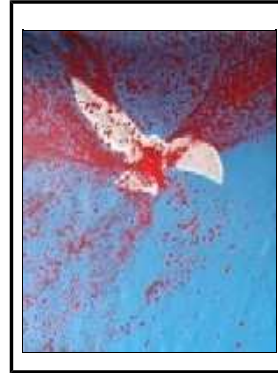
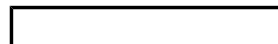
The MTA are certainly not rocket scientists, but thankfully [Josh Spodek](#) is. In today's Daily News there is a story about the [MTA's plan](#) to finally consider installing animated ads in the vast network of NYC's subway tunnels. Back in 2003, in our 2nd issue, [Atlantis](#), ANIMAL featured the above rocket scientist/artiste, who pioneered that technology (which he coined Cinetics, part cinema-part kinetics). The fully animated subway ads were first used in Atlanta and Philadelphia and the Manhattan bound Path trains station back in 2002. Although the technology for these ads have been around for more then 4 years, the MTA is finally getting hip to them and the mini movie-like commercials are scheduled to get a test run this summer in the NYC transit system.

Come ROAR and learn how astrophysics meets underground marketing.



How does it work?

Under the right conditions, projecting a

**Q&A****ADS****BEST OF****EVENTS**

[Calendar](#)



[News Archive](#)

## PREVIOUS ISSUES



[Issue 1](#)



[Issue 2](#)

[Links for Sale](#)  
Check Adbrite for  
ANIMAL Link  
Specials

[Your Ad Here](#)



[About](#) • [Advertising](#) • [Archives](#) • [Press](#) • [RSS](#) • [Mailing List](#)

