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## Tunnels turn a profit

An entirely new source of revenue exists for transit authorities, earned from a valuable yet untapped resource: the underground tunnels. With transit authorities seeking to keep fare increases at a minimum and advertisers searching for innovative ways to reach consumers, a New York based company, Submedia, has developed the means to display in-tunnel motion picture advertising to underground riders.

As passengers ride through the dark tunnels between stations, Submedia's display show a 15-30 second ad right outside their window. The ads have the same visual quality of TV or cinema with a frame rate that can exceed 200 frames per second and works at a wide range of train speeds, from pedestrian speed to normal train speed.

Submedia is debuting its system in MARTA in Atlanta with Coca-Cola as the premiere advertiser. In-tunnel advertising enhances already existing advertising programmes. Submedia projects in-tunnel displays will match or exceed revenues from all other advertising combined. MARTA hopes to generate USD15 Million in revenues over the next five years.