

Electronic billboards on humans

Two Sydney entrepreneurs have created a unique Out of Home media opportunity by fitting canvas vests with built-in mini televisions that show moving advertisements.

The "TelePAK" is powered by a lithium battery and run by DVD. The ads can be changed by the wearer via remote control.

Consumers find it interesting and humorous. The concept was developed over two years by Veeran Naran and Ben Perry of Sydney.

The first campaign was run at the Rugby World Cup final for client Telstra. Future plans include the Sydney Festival and next year's Athens Olympics.

Source: [The Sydney Morning Herald](#)

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