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## New York City News

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### Billijam Is First to Utilize Clear Channel's Digital Street Network As Public Art Gallery

Posted: September 27, 2005

NEW YORK, NY - You might have recently noticed one of the 80 color LED screens strategically located at the highest density traffic intersections in the world's most powerful market, New York City. This wireless Digital Street Network (DSN) product is operated by Clear Channel Outdoor and typically runs 10-second dynamic or full motion advertisements. If you stop and watch the LED displays, you'll be pleasantly surprised. Billijam, Inc., a New York City-based visual design and digital art studio, has created the first series of dynamic art spots designed specifically for this medium.

"Any one of the artworks you see this month can be sponsored by your business," says partner Marya Triandafellos. "We're creating an alternative to the traditional advertising format with our Business Sponsored Art Program(TM), which has a business process patent pending." Businesses can sponsor artwork created by Billijam, and also purchase ad space on the DSN through their offices in Manhattan. After interviewing a business, Billijam will create dynamic art spots that are reflective of the company's identity and brand. Each art spot will contain the company's logo as the sponsor of the artwork. "Billijam is ahead of the curve of a new movement of public art that utilizes technology and innovative uses of sponsorship." says partner Pat Lewis.

#### About Billijam

Billijam creates digital art experiences that utilize media outlets as exhibition spaces and enhance the aesthetic value of environments. Partners Marya Triandafellos and Pat Lewis have over 20 years' experience in the arts and advertising industries. Triandafellos' art has been displayed in many galleries, and Lewis has won several grants for producing independent films and videos.

#### About Clear Channel Outdoor

Over a century of outdoor advertising and counting, Clear Channel is a recognized leader in outdoor advertising. Their wireless Digital Street Network (DSN) is the first and only street-level, full motion color video display network in the world. The network provides advertisers with 80 interconnected video displays throughout Manhattan, which boasts over 8,000,000 impressions per day.

For additional information, contact Billijam, Inc.

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