

Digital advertising in London Underground / St Pancras Station re-build

Jeremy Gutierre & Nick Pugliese (Parsons Brinckerhoff)

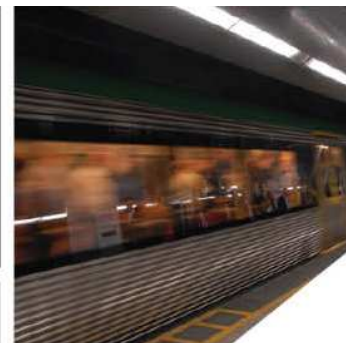
The Victoria Chapter of the Railway Technical Society of Australasia (RTSA) invites you to a special double presentation:

Jeremy Gutierre (Parsons Brinckerhoff)

From 2006 -2010, 'Project Beck' was a joint venture between CBS Outdoor and London Underground involving the roll-out of advertising estates throughout London Underground stations using digital technology to engage with passengers. Incorporating 3 advertising mediums -from small 19inch screens on escalators, to 60inch LCD screens in passageways and ultimately to the Cross Track Projection Technologies, the project delivered 21st Century technology to a 19th Century railway system, with many associated challenges.

Nick Pugliese (Parsons Brinckerhoff)

St Pancras Station in London was re-built to accommodate the relocation of the Eurostarservices from Waterloo Station in South London. The re-construction of this heritage listed station involved the refurbishment and strengthening of the existing 140 year old Barlow Train Shed, as well as platform extensions to accommodate the longer Eurostartrains. This project was done in line with English Heritage requirements and this station is now regarded as one of the finest in the world.



DOUBLE TECHNICAL PRESENTATION

VENUE:

Engineers Australia
21 Bedford Street
North Melbourne

DATE:

Wednesday 14 July 2010

TIME:

6.00pm (for 6.30pm start)

*RTSA VICTORIA
GRATEFULLY
ACKNOWLEDGES THE
SUPPORT OF PARSONS
BRINCKERHOFF FOR
PROVIDING THE
REFRESHMENTS FOR
THE EVENING*