

BIT CAB SERVICE

BIT [bureau of inverse technology]



bit activation

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BITCAB SERVICE. A bureau news-insertion service for public information
DESCRIPTION: BIT inserts media directly into newyork city taxi display units.

DEVELOPMENT: A new outdoor wireless advertising infrastructure is deploying wireless programmable GPS-based advertising signs on taxi roofs in Manhattan. Currently this system is used for neighbourhood corporate advertising supplemented with sports /financial data to allow advertisers to deliver dynamic realtime geotargeted outdoor advertising. In Bureau evaluation, this system has under exploited spatial and temporal potential.

With BIT CAB the Bureau will be inserting critical location-based data into the cab displays. The BIT messaging will include data such as strategic news alerts for street-based actions or location data detailing environmental data at current position of cab. Any BIT GPS data will update dynamically as the taxi moves through the geographic location to which it is referenced. The BIT information will overlay the advertising messages, moving thru the taxi LCD display at same velocity [equal but opposite] as the cab itself is moving. ie the BIT insertion will remain still. While this will not obscure the original message, the BIT insertion will provide enhanced reason-to-look.

The geospatial information sources used by the Bureau to create unique indicators include:

- a) census block data which rerenders Manhattan city blocks according to relative block rental, high percentage rental blocks are rendered as highrises
- b) grass
- c) toxic residues
- d) other related Bureau information products including Half-life Ratio [compares market value of pva and sperm]; Despondency Index [suicide rate off Golden Gate Bridge SF]; Paranoia Accounting [ratio of circulating virus warnings to circulating viruses]; etc.

SPONSOR: Adaptmedia Inc: the Bureau system was originally developed as an overcasting system [see BITRADIO]; to make insertions without the knowledge of host advertising organisation Adaptmedia INC. However Adaptmedia Inc is now sponsoring the BIT experiment.

A BIT product in development.

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