

Ads in Space

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Ads in Space

- Russian startup, StartRocket
- Series of light-reflecting satellites to display billboards in space
- Concept video released two weeks ago and could go up to 2021



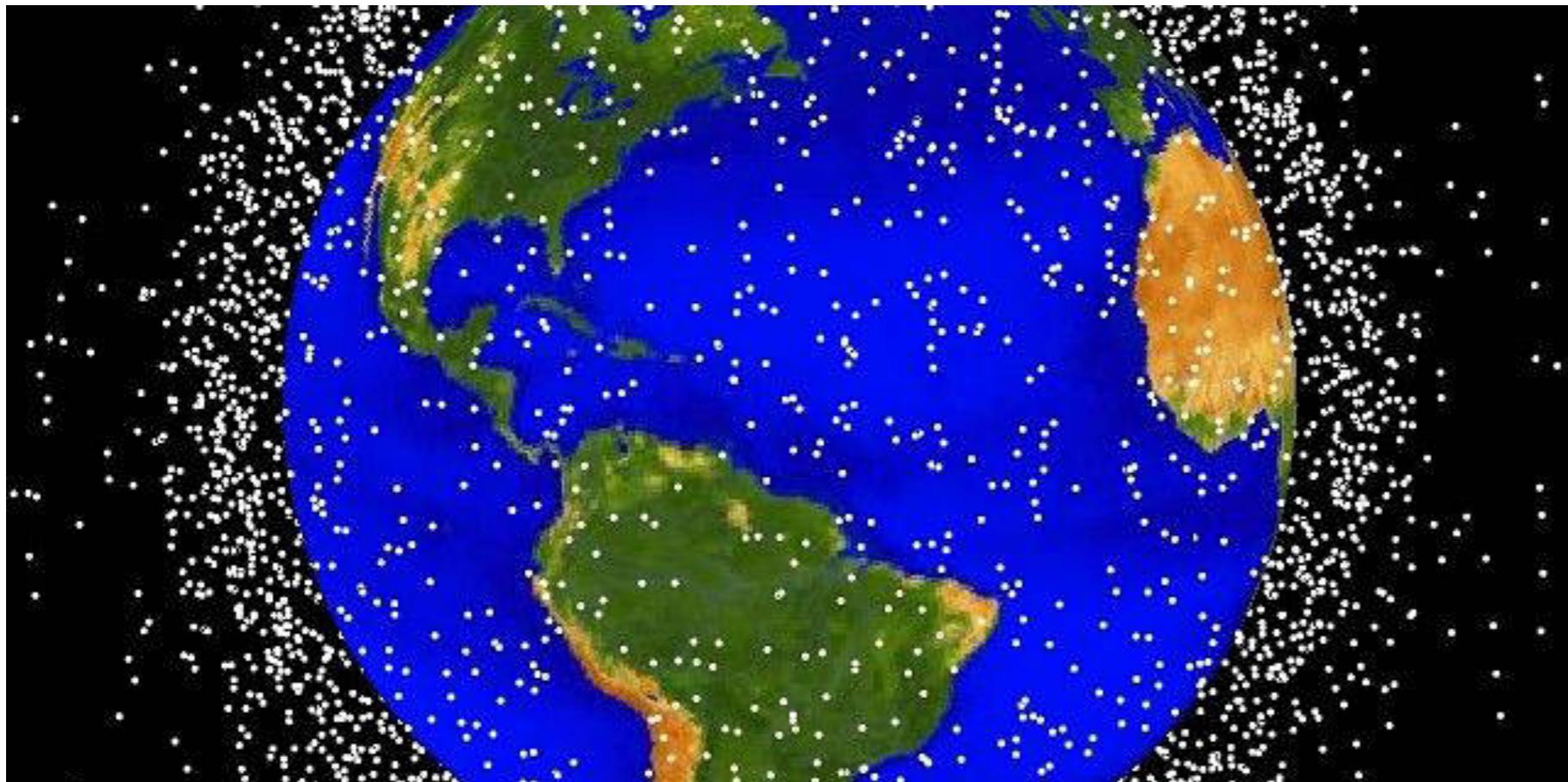
Ads in Space

- Satellite equipped with a reflective sail
- Low-Earth orbit (280 miles)
- Reflect sunlight to form luminous words
- Visible at night from everywhere on earth



Concerns

- More opportunities for collisions
- Space junk
- More than 500,000 pieces of space junk in orbit around Earth



Source: <https://www.nbcnews.com/mach/science/startup-wants-put-huge-ads-space-not-everyone-board-idea-ncna960296>