

FPPO

OUTFRONT

LIVECARD LAB



LOADING

MUTE OFF

FP0

OUTFRONT

LIVECARD LAB



Click and drag to have a look around

ENTER

MUTE OFF

SELECT A TRAIN

1

Scenario 1

 
10 coves 4 cards

Casper Test

3.5 min
14 spots, 15 sec. each
A-Sync
Full Motion

2

Scenario 2

 
15 coves 4 cards

Casper Test

3 min
6 spots, 30 sec. each
Full Sync
Image

3

Scenario 3

 
12 coves 4 cards

Casper Test

4.5 min
6 spots, 45 sec. each
No Sync
Multimedia

MUTE OFF

SELECT A TRAIN

1

Scenario 1

 
10 coves 4 cards

Casper Test

3.5 min
14 spots, 15 sec. each
A-Sync
Full Motion

2

Scenario 2



 
15 coves 4 cards

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3 min
6 spots, 30 sec. each
Full Sync
Image

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Scenario 3

 
12 coves 4 cards

Casper Test

4.5 min
6 spots, 45 sec. each
No Sync
Multimedia

MUTE OFF

TRPO

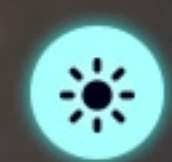


Do not lean on door



Do not lean on door

1



MUTE OFF

TRPO



Do not lean on door



Do not lean on door

Move to the back of the train car

1



MUTE OFF

TRPO



Do not lean on door

Do not lean on door

Focus on this creative in a calmer environment



MUTE OFF

You've arrived at your stop

Would you like to provide feedback about your experience today?

SKIP

PROVIDE FEEDBACK

MUTE OFF

Provide Feedback

Enter your email address:

Comments about your experience:

SUBMIT

MUTE OFF

Where would you like to go next?



TRANSFER

Go back to the
main menu



STAY

See the loop again
on this train



CONTACT US

Contact us for
more information

MUTE OFF

Thanks for your participation!
Where would you like to go next?



TRANSFER

Go back to the
main menu



STAY

See the loop again
on this train



CONTACT US

Contact us for
more information

MUTE OFF

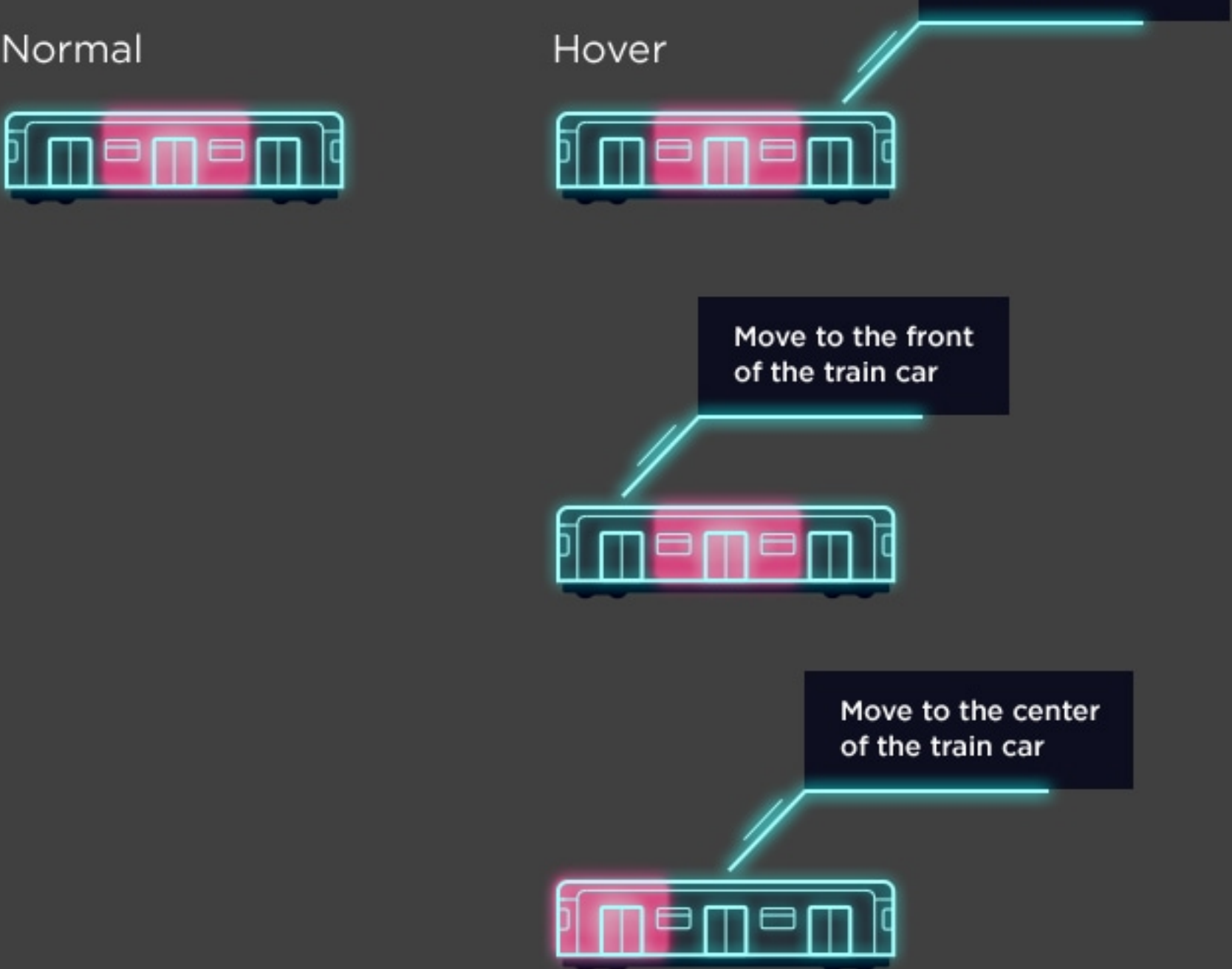
Night button



Day button (same effect)



Train car selector



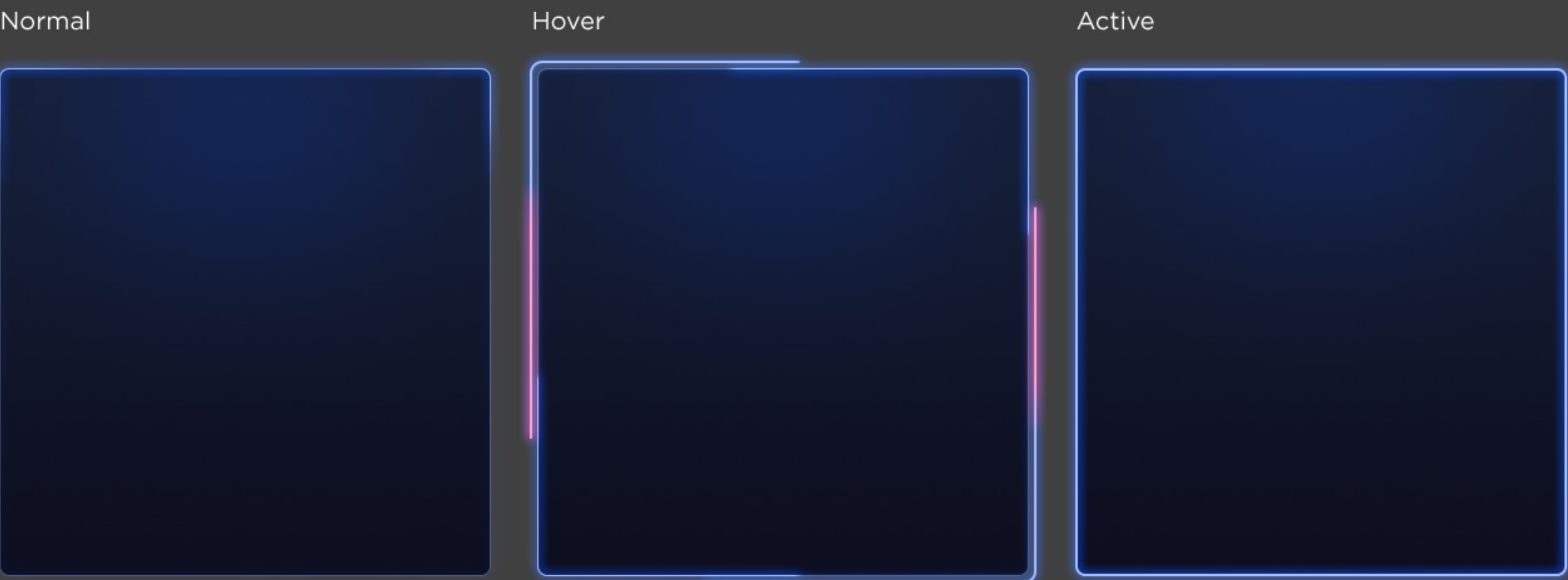
Scenario Palette



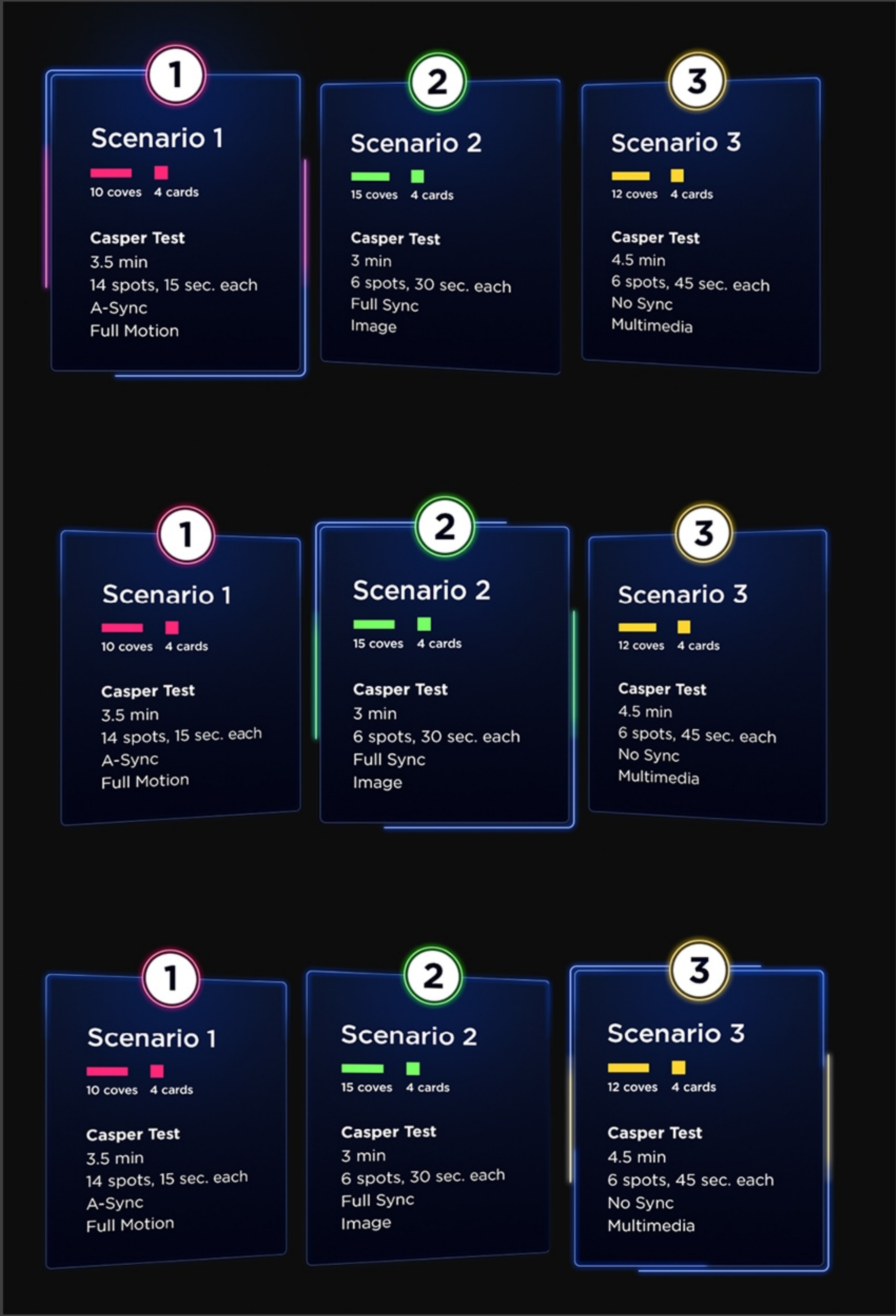
Mute button (toggle)



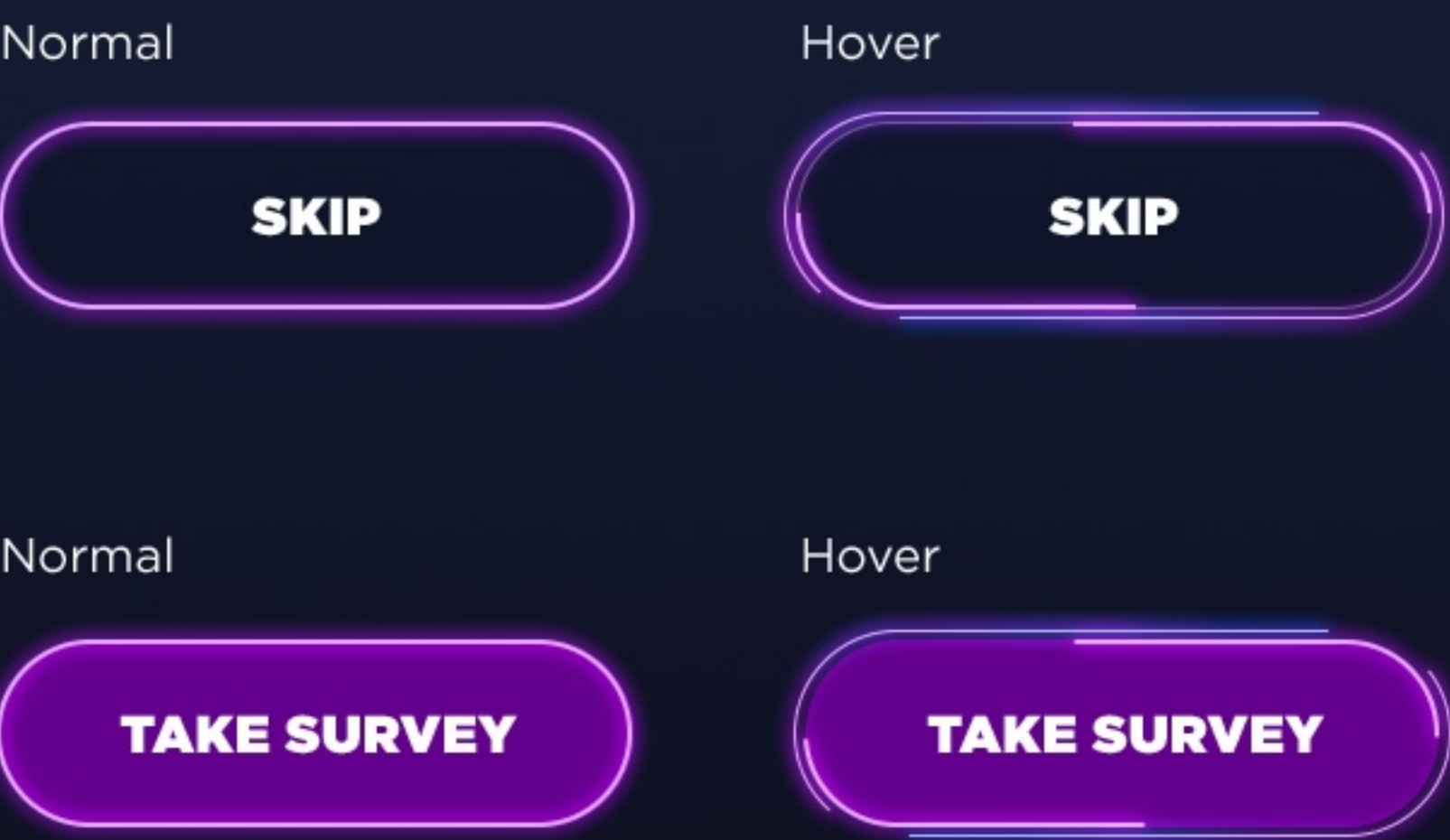
Menu



Example of menu card tilt
(above hover is applied to selection)



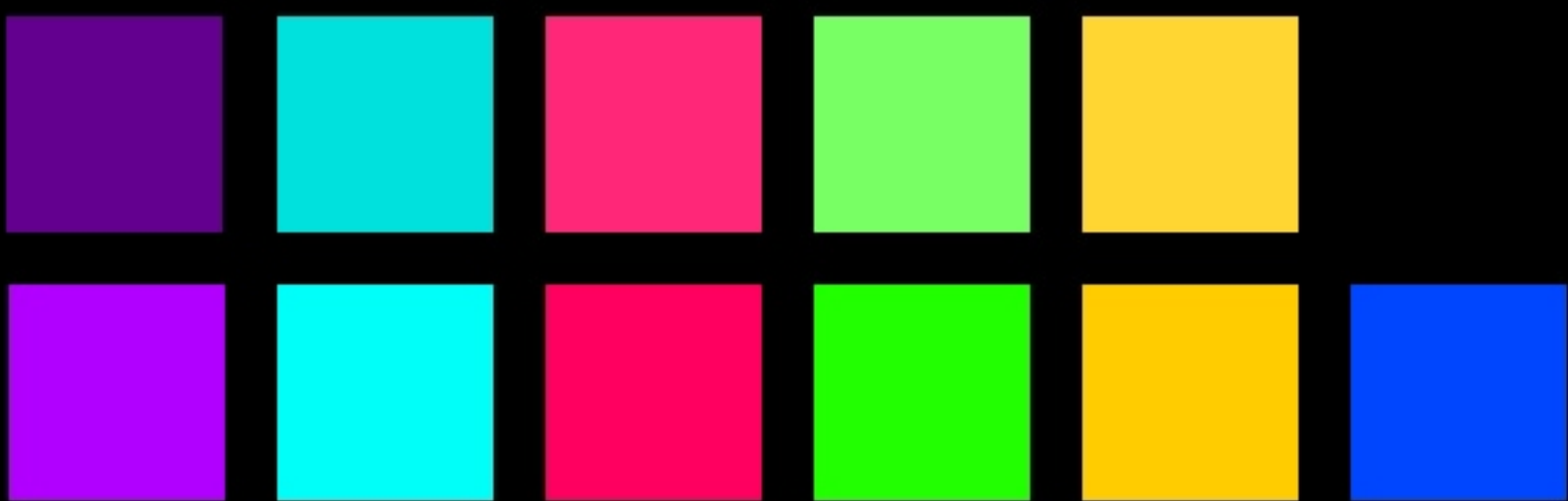
Main CTA (large)



Main CTA (small)



Color Palette



—— *Fully saturated colors are used for glow effects