

## Anamorphic Illusion Technology and its Creative Applications in Digital out Door Advertising

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### Abstract:

Billboards have been used in advertising for years to display eye-catching campaigns. Nevertheless in the era of visual overload, where brand recognition is the ultimate goal, viewers are always in a hurry to even pay attention to any Stagnant images being displayed, as they became no longer appealing. One of the most significant changes that audiences in technologically progressive countries that are known for their exceptional technology such as China, South Korea and Japan, are picking up the trend of 3D billboards that integrates 3D technology, known as anamorsis or forced perspective to achieve a realistic effect to the advertising billboard. Anamorphic illusion technology brings 3D scenes to life and creates an immersive experience for viewers where objects seem to be coming out of the screen towards the viewer or floating in the air creating a memorable visual experience which is gradually becoming the “golden key” in the development of Digital Out of Home advertising. In recent years, when digital technology and innovative thinking came together; advertising creative strategies have quickly adapted to the new digital era and its visual language; new approaches to digital out-of-home campaigns have transformed the industry and changed the future of OOH Media through the astonishing 3D Anamorphic billboards where advertisers can turn an advertising idea into a striking visual experience. This paper explores the concept of Anamorphic illusion technology as a new format to outdoor advertising with a brief history of where it all started, and its creative integration with the latest digital outdoor screens to produce striking outdoor advertising that grabs the audience’s attention successfully to achieve a strong visual impact and how can anamorphic illusion technique turn an ordinary advertising idea into a great one that captivates people and influence their emotions. Afterwards, It looks closely into the world of 3D Digital billboards incorporating Anamorphic illusion technology to create impactful, immersive and attention-grabbing outdoor advertisements. Finding that 3D digital billboard along with anamorphic illusion technique offers graphic designers a huge space to express their creativity and turn the advertisement into art that creates a memorable visual experience for the audience. These immersive experiences are the future; they step outside the box of traditional billboard advertising and they open a new door of many creative possibilities changing the traditional advertising approach, as brands discover new ways to innovate and engage with their audiences by creating memorable, relevant and valuable content that is always at the center of attention.

### Keywords:

Anamorphic Illusion technology, Forced perspective, Anamorphic Digital Billboards, The wow factor

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### Introduction:

Outdoor advertising is the oldest form of advertising, tracing its ancestry back to the earliest civilizations. Egyptians chiseled stone to publicize laws, the lithograph printed illustrated posters to announce local events, and by the 1900s America had uniform billboards. Still, despite its advanced age, the out of home industry remains just as popular and effective as ever. Artists have always been fascinated by the art of optical illusions. Anamorphosis has been used in a wide variety of diverse art forms like photography, sculpture, dolls, and film special effects. Some of the world’s most famous artists, including Leonardo da Vinci, created art with anamorphic techniques. Although anamorphosis technique in art is not new, it dates back to the Renaissance but it has gained a lot of popularity lately. It’s been integrated in an innovative way that succeeded to dazzle, and is very much in trend amongst advertisers today. With the innovation done in computing, graphics and

engineering, the door was wide open for a new era of outdoor advertising. Throughout our lives, we have been exposed to visuals, some of them have been powerful enough to influence our emotions and actions. The biggest challenge for brands have always been and will always be how to make their ads stand out and attract. In the era of visual saturation; creativity beyond limits is a vital tool in constructing effective and striking out door advertisements that stand out, is unforgettable, provoke an emotional response and convey a clear message. We all are visual creatures; we pay attention to adverts that are more visually creative. Nowadays consumers are bombarded with hundreds of adverts per day, which leads to a very short attention span. As technology progresses and meets advertising creativity, the drive for immersion and for a blended reality with our everyday screens is what will define most of the future trends in the advertising industry and beyond. In a time where technology is constantly evolving; It started with VR and AR, digital

signage display leading to one of the most significant changes that audiences can see in outdoor digital signage is the introduction of 3D billboards (anamorphic digital billboards) a technology of Hyper-realistic 3D Digital billboards which are considered one of the most striking innovations in modern advertising. They have been stunning people on busy streets in South Korea, the United States of America, China, Japan and more recently the UK with a new advertising technique that attracts the eye and sparks the imagination shifting the world of outdoor advertising from Creativity to striking visual experience engaging consumers and converting impressions to profits. (Team, 2021)

### Research Objective:

This paper sheds light on the latest contribution of art and technology to outdoor advertising industry through the study of the concept of Anamorphic illusion and its creative integration with the latest digital out door screens to produce striking outdoor advertising that grabs the audience attention successfully to achieve a strong visual impact.

### Hypothesis:

- Integrating anamorphic illusion technology creatively into advertising campaigns may create a pause that makes the audience stop and look twice and make your brand stand out to the masses and from the masses.
- Integrating anamorphic illusion technology into 3D digital billboards offer visuals with ultrarealistic content; such an experience may instantly hook passersby leading to higher engagement for a longer period of time and execute the advertising message in more a powerful way.
- A well-produced anamorphic ad more likely offers the viewers a strong experience that lives on even after the video has stopped playing.
- Creative Anamorphic illusion applications in outdoor advertising may transform public spaces into engaging media, bringing an aesthetic to the area's architecture.
- Anamorphic illusion incorporation with 3D advertising will change the traditional outdoor advertising approach, as brands discover new ways to innovate and engage with their audiences by creating memorable, relevant and valuable content

### Research problem:

The research problem can be formulated in the following questions:

- What is anamorphic Illusion?
- How does anamorphic 3D Digital Billboards Work?
- Why are anamorphic 3D digital Billboards

better than traditional billboards?

- Will anamorphic displays have long-lasting effects in the future of the advertising industry?

### Methodology:

This paper follows the Descriptive method as it looks closely into Anamorphic illusion, its history where it first emerged in art, to its latest integration as a new format in digital outdoor advertising to execute creative ideas of a strong visual impact. Along with the analytical method to analyze selected samples of international campaigns where anamorphic illusion was successfully integrated to create a striking advertising idea.

### Theoretical Framework:

#### Anamorphosis Defined:

The word "Anamorphosis" is derived from the Greek word "anamorphoûn" which means "to transform". Anamorphosis is an intentional distortion or optical illusion whereby an image seems to be completely distorted when seen from the usual vantage point, but appears normal when viewed from a specific angle. It is also known as Perspective anamorphosis. (Franchi, 2019)

#### Anamorphic Illusion Defined:

- Anamorphic illusion, also known as anamorphosis or forced perspective is the art of bending images through optical illusions, requiring spectators to stand at a certain angle to view a recognizable image that otherwise appears disfigured.
- It is a visual trick and a clever perspective technique that gives a distorted image of the subject represented in a picture when seen from the usual viewpoint but so executed that if viewed from a particular angle, or reflected in a curved mirror, the distortion disappears and the anamorphic image in the picture appears normal. (Heine, 2020)

#### Forced perspective:

a technique which manipulates human perception by employing optical illusion to make objects appear larger, smaller, farther, or closer than they really are. By viewing the correlation between scaled objects and the vantage point of the camera or spectator, human visual perception becomes altered. (Maio, 2021)

#### Anamorphosis in Art History:

Perspective anamorphosis first emerged in the art world during the Renaissance, while mirror anamorphosis was developed in the 17<sup>th</sup> century. Historically, it was Italian painter and mathematician Piero Della Francesca who laid the foundation of optical illusion. One of the oldest and best-known examples of anamorphosis is "The Ambassadors" painting by Hans Holbein, which

dates back to 1533. It features a hidden skull in the foreground that is only visible when viewed from the side. If you look at the painting head-on, there's a giant shape towards the bottom that looks like a drop of a thick liquid or viscous substance, but if you look at the painting from a different angle, the "blob" turns into a skull. It is painted from an

"anamorphic perspective. "Art historians believe that the skull is a "memento mori" or a reminder of mortality. In Latin, "memento mori" means "remember you will die." The skull in The Ambassadors painting stands as a constant reminder that no one can escape death. (Shaw, 2018)



Fig (1): The Ambassadors 1533 Hans Holbein

### **Anamorphic illusion technology:**

It is a combination of a LED screen and distortion perspective art, giving viewers a visual shock with amazing 3D rendering effects. (Shapiro, 2017)

### **Anamorphic Digital Billboards:**

Are cleverly arranged screens combined with amazing 3D rendering images trickery. It uses digital technology to produce three-dimensional images that seem popping out at the viewer from the digital board. An anamorphic illusion is paired with a 90-degree bendable LED outer curtain, enabling flexibility and considerably reducing installation and alignment time. This sort of LED display is effectively waterproof and dustproof, offering high-resolution images with exceptional brightness and contrast. For its great efficiency, this type of LED may be permanently installed outdoors and operate 24 hours a day, seven days a week. The secret behind an Anamorphic billboard is that it's more of an illusion than actual 3D technology. Anamorphic billboards first began popping up in Asia, where they offered an immersive experience, putting the passerby right in the high-stakes action. With 3D digital billboards, the identity of the brand comes to life. Since the visual experience is so close to reality, the customers are more eager to explore the advertised brand. The 3D effect is instantly eye-catching to the public. It also engages the audience for a longer period of time. 3D technology adds depth to the content and makes the advert more impactful. Since they have grown in popularity, wowing people all over the world, which led to many brands wanting to have a go themselves. (Flanigan, 2015)

### **How does 3D digital billboard technology work?**

Named after anamorphosis, a technique in art in which an image looks distorted from one angle but

appears normal from another, these billboards are created by weaving together two separate images to create a seamless, singular video. 3D billboard technology works on the principle of Forced perspective. To produce this type of creative ads, design teams consider how our eyes process information. Our right and left eyes don't see exactly the same image, and that's what creates depth perception. This 3D digital technology produces optical illusions which force the viewer's eyes to believe in something real when in reality it is not the real one. For 3D billboards, a single screen might be split into two separate images, one image is slightly varied from the other, and seen from a different perspective. These two images are combined into one video, which creates the effect of depth perception and the 3D experience. To achieve this illusion, 3D billboards usually use curved displays with two faces. High-tech billboards provide an incomparable visual experience with everything appearing more realistic than they are. (Pickel, 2022)

While 3D billboards may look like they need a whole production studio to pull off, it isn't as tricky as it seems. Most of the magic goes to the screen used to display the creative.

Instead of faking 3D effects with structures that are obvious, 3D billboards take advantage and make use of digital techniques and digital media in achieving a 3-dimensional display effect. There's no physical element present with edges in making the visual image look unreal which makes it more convincing. To achieve a lifelike visual experience, a combination of smart LED displays. These screens can effectively diffuse sunlight. The modules are water-resistant, anti-ultraviolet resistant to avoid distortion, and stable outdoor

broadcasting for long periods. At the same time, the high contrast ratio, ultra-uniform refresh rate, and colors contribute to a natural, realistic three-dimensional space.

When turned off, the anamorphic screen surface just looks like a huge ordinary curved LED screen on a building. But, when it is activated, the curved sides give the perfect additional dimension to the animation, and this allows the animators to bring the 3D animations to life and pop out. (Richard D. Zakia, 2017)

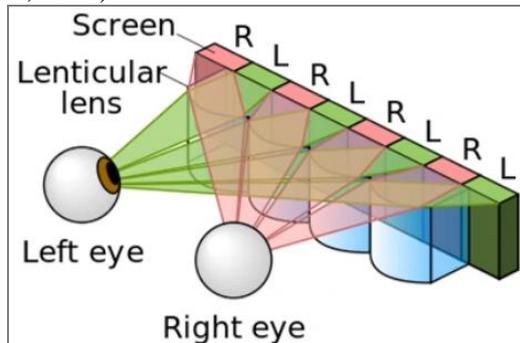


Fig (2): How eyes perceive Forced perspective

- Anamorphic Digital Billboards Advantages: Anamorphic Digital Billboards are hard to ignore due to the 3D technology which offers a more visually attractive experience that is so eye-catching and pleasing that the public ends up stopping to experience it for a while.
- Anamorphic Digital Billboards offer better viewer retention which builds better brand awareness and paves the path for a brand to be recognized, as those anamorphic bill boards don't only display an ad but also bring the viewer a satisfaction by the fascinating visual experience.
- Digital advertising space is low-cost than traditional billboard. As there are no printing costs for any vinyl or other poster materials, the advertisement is simply an image that is displayed on a large screen, so there are no worries about printing quality or weather damage.
- Digital billboards are automatically illuminated, a major concern some people have is that the lights will be too bright during the day and will negatively influence the visual appeal of the advertisement. Digital billboards are made with built in light sensors, causing the lights to dim during the day, and brighten at night ensuring that the advertisement will be seen 24/7 by all who come across it.
- Anamorphic Digital Billboards generate lots of word-of-mouth buzz for brands, it's like free advertising if the anamorphic campaign went viral on social media. (Kelsen, 2015)

#### **Anamorphic Digital Billboards Downsides:**

There are some factors to consider when

conceptualizing an advert to be displayed on anamorphic digital bill boards.

- The magic of the visuals might appear strange if the advert is not viewed from the proper intended angle, because if the viewers watch the display outside of these angles; they might not experience all of the intended effects. However, designers are aware of these issues and have been working to allow the displays to be viewed from more angles.

-If not conceptualized effectively; the advertising message might get lost in the visuals and excitement of display. While people may remember the theatrics of the billboard, the brand identity or advertising messaging may not come through.

-It requires the right technology for a flawless execution. (Nasrin, 2022)

While almost everyone agrees that the most recent anamorphic displays definitely grab attention, does that mean that they have long-lasting effects?

The first issue limiting their growth is a limitation based on the way that they constructed. Because of the morphed perspective, there are usually only a few areas from which it can be viewed and the display has the intended effect.

#### **Anamorphic illusion technology and its Applications in Advertising:**

Anamorphic illusion imagery is created on a totally different medium, platform and using a different software, its main objective is to create an illusion that you can't get in regular ads. It's not expensive as it is one-time content, so instead of displaying a static ad, anamorphic illusion technology could be integrated creatively to craft an advert which will be a visual delight. The anamorphic illusion technology is a combination of a LED screen and distortion perspective art, when executed by an advanced display technology with sharp pixels; the anamorphic image appears realistic and has a vivid feel giving viewers a visual shock with amazing 3D rendering effects that creates a visual surprise and delight as the main intention of using Anamorphic illusion imagery in adverting creativity is to create a buzz. Using 3D animation, along with anamorphic imagery can surprise viewers with a larger-than-life image that appears to be popping out of the billboard.

#### **Deep Screen Advertising Technique:**

A technique which mathematically twists imagery that is designed with the biggest wow factor in mind so that when viewed from a specific vantage point, the illusion of 3D depth is created on flat surfaces. There are many Deep screen 3D Digital billboard templates that can be used to create breath-taking windows into other worlds, with an ability to extend existing architecture, or make impossible objects appear to float in the air, coming out of the screen and towards the viewer. (Shelly

Rodgers, 2017)

**The Wow factor:**

The Cambridge Dictionary defines “wow factor” as: a quality or feature of something that makes people feel great excitement or admiration.

In Advertising, the WOW factor is something not commonly seen before that is capable of attracting attention and curiosity. (Egan, 2022)

The Wow! Factor in advertising is all about exaggeration, excitement, shock and the feeling you want your potential customers to get the minute they spot your advert .

The “WOW” factor is a frequently used slang term in business that most often portrays what a company does to go above and beyond customer expectations in delivering a great product and service experience. Accordingly, if a designer can genuinely WOW his customers, they could be loyal customers for life. They could also become brand advocates on the brands behalf, referring new customers by bragging about your brand. (Kokemuller)

**The Anamorphic Billboards WOW factor Strategy:**

Neuroscience identifies the Wow factor as being at the heart of any great advertisement. Knowing that effective outdoor advertising needs to capture the viewers’ attention and engage their emotions. As a strong emotional response drives memory encoding, which is key for any successful communication, because memory encoding associates with following purchase behavior. Anamorphic digital billboards cut across because our brains are programmed to respond to changes in our environment. When billboards go from static to digital, great effect becomes even greater. (The Science behind the Art of Outdoor, 2022)

So, what gives the anamorphic billboards imagery that WOW factor?

**Surprise:**

The “wow” factor is primarily created through the element of surprise. Anamorphic billboards should be surprising; it should not track the traditional advertising norms. Surprise could be in how the message is formatted, how it is displayed, the message itself should be so surprising and unexpected that the viewers exposed to it will spread the message further more out of delight and excitement, using the concept of Word of mouth. (Wanner, 2011, p. 103)

**Unexpectedness**

Being unexpected is the main core of Anamorphic billboard advertising, it challenges the emotional reactions of the unaware viewers, creating a memorable experience, unexpectedness is the best way to grab their attention. (Hackley, 2005, p. 111:112)

**Amusing/ Thought-provoking:**

Digital billboards stand out with lights and movement. Bearing in mind the fact that less is more, too much flashing and movement of imagery will make the billboard difficult to attract attention. One of the best digital billboard design tips is that standing out from the crowd does not mean being the biggest or loudest. It means having a design that makes your billboard the one a person’s interest is drawn to. Content should be easy to understand and fun to engage in.

**Memorable design:**

Creatively crafted advert gets wedged in viewers heads. If the billboard has something that is catchy or unique, the viewers will be able to recall the message easily. This could be done through the using strong visual elements that interpret the advertiser’s message and leave the viewer with something interesting to remember. The designer’s goal should be to create something hard to forget and leave passersby with a desire for more information. Anamorphic illusion along with 3D digital screens create photorealistic imagery. As a result, your brand is able to reach mass audiences, not just through the 3D Billboard but also the word-of-mouth spreading on social media about your advertisement and brand.

**Professionally structured:**

A well-designed billboard will attract attention and leave a permanent impression. Memorable, easy to understand, clear and easy to read are all factors in a good billboard ad. It should convey a concise message besides being eye-catching. (Jones, 2022)

**Functionality:**

An anamorphic digital billboard has one job which is advertising a business or a product. It has to be surprising, eye catching and engage consumers, but not at the expense of promoting your brand. It should be understandable and uncluttered by too many unnecessary features.

**Relevance:**

As with any advertising campaign, content relevance is the main key to drawing in the audience within the first eight seconds.

**Visible through multiple channels:**

In the digital age, any brand should be speaking through at least one social media platform in addition to a website. Studies indicate that 63% of customers expect brands to extend customer service via social media channels. That means most customers already expect some form of interaction digitally from a brand. (Egan, 2022)

**Analytical Study:**

Progressions in technology have allowed for LED screens to open a whole new market for high impact digital outdoor advertising. 3D and visual effects designers now have endless opportunities to

create stunning visual content for digital displays. Not only using persuasive 3D illusion content help brands stand out against the competition in a busy trade show environment, but it will also create a truly memorable experience. From captivating forced perspective environments, to breathtaking anamorphic designs, incorporating intentional content design with careful attention to detail, billboard screens can bring public spaces to life like never before!

#### **The Wave:**

The World's Largest Anamorphic Illusion in South Korea. It employs anamorphic Illusion technology in transforming the Seoul's largest digital billboard into a giant aquarium. An enormous art installation that wraps around a building in South Korea and



continuously plays an anamorphic illusion of waves crashing around in a huge glass cube that appears to be an aquarium. When viewed from a certain angle, the rectangular screen gives the impression that the massive wave has volume. The impressive billboard is located on the top of the building and is made up of five LED screens measuring 35,912 square feet. It's reportedly the largest LED display in the world. Waves are beautiful and dynamic in themselves, they were chosen a subject to the art because they evoke feelings of comfort as the project aimed to evoke feelings of comfort amongst the Covid-19 pandemic, where a trip to the beach might have seemed like a distant dream that came true



Fig (3): The Wave (Public Media Art Installation)

#### **Shinjuku Calico Cat:**

To introduce the new anamorphic illusion technology to the streets of Tokyo; a super realistic giant 3D cat appeared on a billboard in one of the city's busiest subway stations Shinjuku Station. The cat first appeared in July 2021. The cat wasn't advertising a specific product or brand. Visitors were only treated to a few brief appearances of the cat per hour, in between a stream of advertisements and music videos aiming to delight pedestrians and social media users in East Asia. The cat wakes up at 7am when the screen turns on and goes to sleep in the evening before the screen turns off at 1am. The anamorphic illusion technology made it behave like

an actual cat, in the sense that it does whatever it pleases. The cat yawns here and there, it also talks, greets pedestrians with "Nyannichiwa." That is a blend of "konnichiwa," or hello, and "Nyan," Japanese word for "meow." and at 1 a.m. it drops off to sleep for about six hours, resting its head on white paws that hug the side of what appears to be an open-air branch near the Shinjuku subway station. The cat was created to help cheer people up when Covid and lockdowns were bringing people down. Its impact was very powerful as it brightened the mood of Tokyo city which was still struggling with high COVID-19 pandemic infections.



Fig (4): Shinjuku Calico Cat (Public Media Art)

#### **The Golden Bull:**

An Anamorphic illusion created in Kuala Lumpur, Malaysia in the wake of the country's fight against Covid 19. The illusion was of a 3D animation of a golden bull symbolizing good health and prosperity

for the nation; the bull is encased in a glass box The bull digs its hooves into the ground and charges toward the screen with the words "Together fight against COVID-19." The billboard was revealed to mark the Chinese New Year celebrations.



Fig (5): The Golden Bull

### Nike Air Max Sneaker:

3-D billboard located outside Shinjuku Station in Tokyo. The billboard itself is typically a home to the Shinjuku cat, previously mentioned in Fig 4. The Nike Air Max ad begins with the recognizable Nike orange shoe box, which bursts open to reveal numerous Air Max styles in multiple colorways unveiled outside of the billboard, appearing to float in mid-air and pop out of the screen towards the

street. As varying designs and customized colors materialize, the ad concludes with the Nike box moving back inside the billboard, with help from Shinjuku cat's paw. Anamorphic illusion conveyed the advertising concept in a groundbreaking spirit that would spark excitement with sneakers lovers and passersby.



Fig (6): Nike Air Max

### The Wheel of Time series:

A hyper-realistic anamorphic illusion billboard in London's Piccadilly Circus for Amazon Prime to promote the fantasy series "The Wheel of Time"; starring Rosamund Pike, the main protagonist of the show, is at the forefront of the 3D illusion. In the illusion, we see an epic battle between the

"Light", Pike's character vs the "Dark", the commander of the dark army, with the pair appearing to break out from the billboard screen and into our world. The narrative of the content is bound together by the iconic figure of the Great Serpent like a live-action is happening.

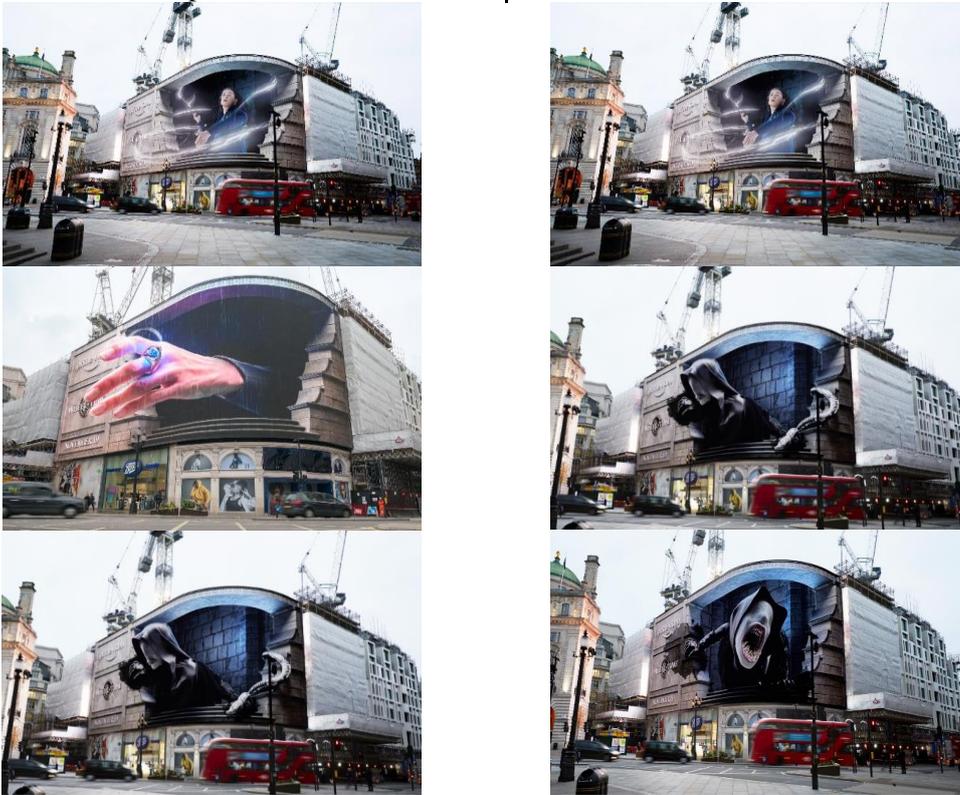


Fig (7): The Wheel of Time series November 2021

### Vodafone's Lions South Africa rugby tour billboard:

Using Anamorphic illusion a giant rugby ball launching through a crumbling London building façade was created, revealing the iconic rugby ambassadors, Maggie Alphonsi, Sam Warburton, Paul O'Connell, and Jeremy Guscott being brought to life and bursting through a building frontage and standing proudly in front of the Vodafone Lions flag as 25ft large avatars. In a dynamic, 3D

experience for London's iconic and world-famous Piccadilly Lights. The anamorphic illusion was produced to rejoice the two brands and demonstrate how the network can connect fans to the sport. Piccadilly's unique curved structure made it the ideal stage for a digital-out-of-home 3D animation experience as it allowed sufficient room for objects and shapes to appear as if they were deep within the building.

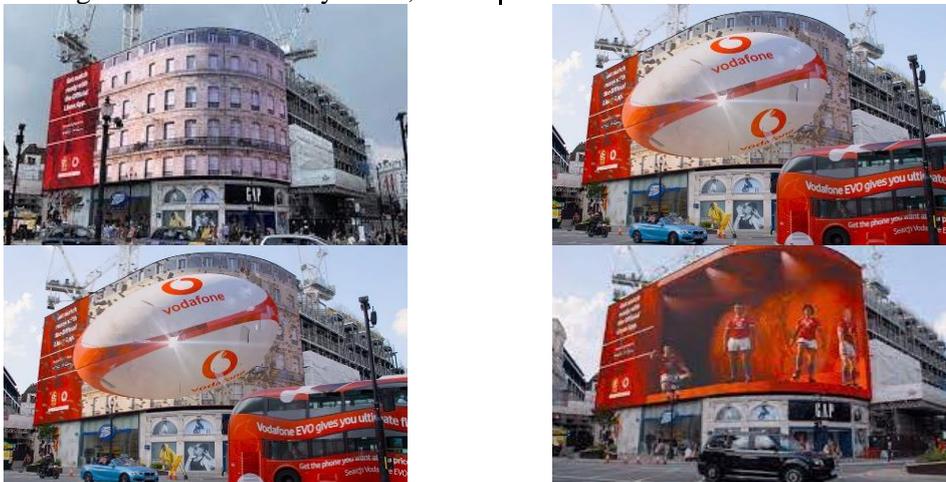


Fig (8): Vodafone's Lions South Africa rugby tour billboard

### Louis Vuitton & Yayoi Kusama:

Louis Vuitton celebrating its latest collaboration with Yayoi Kusama a 90-year-old Japanese artist known for her extensive use of polka dots in her distinctive designs. The massive 3D anamorphic display starts with the famous Louis Vuitton briefcase polka-dotted which opens up to reveal



three of Kusama's iconic pumpkins then a Kusama's avatar pops out from the Louis Vuitton briefcase and looks out over the plaza along with eye-catching creations multicolored polka dots introducing the joint project ending with the Louis Vuitton logo popping out in silver dots.



Fig (9): Louis Vuitton & Yayoi Kusama

### Dior:

Dior used 3D anamorphic illusion to create a beautiful visual experience on Times Square ;celebrating the launch of its latest fragrance campaign for Miss Dior. The 3d anamorphic display starts with the uniquely designed Miss Dior bottle colored all in white, followed by a bouquet of

various colorful flowers wrapping all around the bottle that at this moment starts to whirl round quickly and while spinning the colors and shapes of various flowers representing beautiful scents come alive on a gigantic screen surrounding the perfume's unique pink bottle with a silver bow popping out of the screen towards the audience.



Fig (10): Miss Dior perfume

### Results:

1- Integrating anamorphic illusion technology creatively into advertising campaigns add visual power and create a pause that makes the audience stop and look twice and make the brand stand out to the masses and from the masses.

2- Integrating anamorphic illusion technology into 3D digital billboards result in creating visual imagery with ultrarealistic content; such an experience instantly hooks passersby leading to higher engagement for a longer period of time and execute the advertising message in more a powerful way.

- 3- A well-produced anamorphic ad more likely offers the viewers a memorable visual experience that is unforgettable
- 4- Creative Anamorphic illusion applications in outdoor advertising transforms public spaces into engaging media spots, bringing an aesthetic to the area's architecture.
- 5- Anamorphic illusion incorporation with 3D advertising is changing the traditional advertising approach, as brands discover new ways to innovate and engage with their audiences by creating memorable, relevant and valuable content

### Conclusion:

Namorphic illusion art incorporation with 3D digital billboards offer graphic designers a huge space to express their creativity and turn the advertisement into art that creates create a memorable visual experience for the audience. These immersive experiences are the future; they step outside the box of traditional billboard advertising and they open a new door of many creative possibilities changing the traditional advertising approach, as brands discover new ways to innovate and engage with their audiences by creating memorable, relevant and valuable content that is always at the Centre of Attention. As the technology progresses, new ways to employ it; open a limitless number of creative advertising opportunities to create fantastic 3D ads ever. This technology engages the viewers for a longer period of time. Even when the it ends and the people walk away, the public will forever remember the fascinating experience they witnessed for a few moments. It's not just an advertisement, it's a visual experience. Although technology is still in its early stages, but it is inevitable that it will be one of the most important new developments in outdoor advertising and will significantly impact its future as it is so far considered the most impactful outdoor advertising channel in the current times.

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