

Qbus set to offer advertisers an even better mobile marketing platform



RoadShow

RoadShow is proud to announce Qbus. Featuring an enhanced bus audio platform and an interactive game to make bus journeys more fun, the Qbus fleet will offer advertisers an even more effective means to get engage their captive audience of bus passengers.

The new system, supported by 10 pairs of premium JBL hi-fi speakers and amplifiers, offers advertisers a superior integrated marketing platform encompassing BUS-TV, BUS-BODY, IN-BUS, music and internet.



Passengers on a Qbus can take part in a music-themed interactive online game called "Music is the Answer". They scan the QR codes on the seat-back sticker to access a webpage and then answer questions displayed on the Bus TV via their mobile phones. The right answer will be showed on screen in a music video. They can also share the fun with their friends via Facebook.



Qbus is bound to be popular with Hong Kong people who love interacting with their smartphones, update Facebook, surf the web and listen to music. They are sure to take up this interactive game enthusiastically.

Qbuses will run on an extensive network, covering Hong Kong Island, Kowloon and the New Territories. We aim to extend the fleet with JBL speakers to 50 buses within the year.

A press conference was organized to announce the new development, with Kary Ng and Tai Chi guitarist, Ernest Lau as guests. With print and OOH promotion, Qbus will soon be a topic in the media, among bus riders and Facebook fans.

Don't miss this great opportunity to promote your products on Qbus. Call our sales reps at 2746 5266 now!

