

The logo for Ocean Outdoor, featuring the word "OCEAN" in a bold, red, sans-serif font with a trademark symbol.

Ocean renews Five Year Contract for London's BFI IMAX

Ocean Outdoor, the boutique media owner specialising in iconic advertising locations and large-format digital beacons, has renewed its contract with the BFI for its IMAX cinema in London until 2016.

The cinema offers one of the largest advertising sites in Europe and has become an iconic landmark on London's media landscape, both to brands and to the general public. The contract has been extended as a reflection of Ocean's performance in what has been an extremely tough advertising market.

A huge range of blue-chip companies have used the BFI IMAX to present products:

- Panasonic launched a Blu-Ray DVD player and changed all the BFI IMAX lights to blue as a one-off
- Apple has introduced most of its recent products on the BFI IMAX, the best-known being a carousel of different coloured dancing people for the iPod
- Cadbury re-launched Cadbury's Caramel on the BFI IMAX with its famous bunny
- Qantas launched the Airbus 380 using both the outside of the BFI IMAX and an experiential exhibition within
- GSK with Beechams was the first Pharmaceutical brand to use the BFI IMAX, a huge statement for that category and the impact of the BFI IMAX
- Nissan launched its GTR model, using the outside of the BFI IMAX as well as driving the cars themselves around it for a video

Jill McLaughlin, BFI Director of Strategic Projects, said: "The current economic climate for all cultural organisations is tough and it is very important we maximise our assets. Our relationship with Ocean has continued to deliver results in a competitive environment and we are delighted this is to continue."



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Tim Bleakley, CEO, Ocean Outdoor, added: “The BFI IMAX continues to be central to any client wanting to make a statement in London, and with 2012 round the corner, the significance of this site will only increase. We are delighted to be working with BFI for the next 5 years, and this contract is absolutely central to our strategy of acquiring large iconic sites in key cities and locations.”

-ENDS-

About Ocean Outdoor

Founded in 2005, Ocean Outdoor www.oceanoutdoor.com is the UK’s leading specialist out-of-home advertising company, with an unrivalled portfolio of large format digital screens, banner and landmark advertising sites.

Ocean’s portfolio is focused in London and the key UK cities of Birmingham, Manchester and Leeds. It includes: Britain’s largest advertising site at London’s IMAX; the Two Towers, which dominates the main arterial corridor of London’s A4; the Liverpool media wall, and the UK’s largest full-motion advertising site opposite Liverpool’s Lime Street Station. In addition, Ocean has the exclusive rights for the largest urban shopping mall in Europe, Westfield London, which has over 23 million shoppers with spending power nearing £1billion.

About the BFI

The BFI is the nation’s cultural organisation for film, keeping the breadth of voices in moving image culture alive and known. Through its venues, festivals, film releases and online, the BFI inspires people to understand and enjoy film culture, ensuring that everyone in the UK can see the broadest range and choice of films, otherwise not provided by commercial cinema. The BFI reaches an audience of over 7.5 million in the UK every year.

The BFI is a public body part funded by DCMS through the UK Film Council. For every £1 it receives in grant-in-aid, the BFI raises a further £1.50 through self-generated means.

To find out more go to www.bfi.org.uk



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About the BFI IMAX

The BFI IMAX at the heart of London's South Bank features the largest cinema screen in the UK – more than 20 metres high (the height of five double-decker buses) and stretching more than 26 metres wide. This, together with the 12,000-watt digital surround-sound system and the most sophisticated motion-picture projector in the world, immerses audiences in larger-than-life images and ultra-realistic sound, whether the film is in 2D, 3D or IMAX DMR. BFI IMAX also holds special events including live opera in HD from the New York Met, regular All-Nighters and the BFI Film Quiz.

About Smedvig Capital

Smedvig Capital is a London based private equity firm that has been instrumental in the growth of over 30 businesses since its founding in 1996. Smedvig believes that equity investing should incorporate high levels of involvement and support, working with management on strategy, finance, operational improvements and business development initiatives. The team shares a common background in strategy consulting, with additional experience in operations, early stage management and banking. Other portfolio companies include MyHomeMove, the UK's leading independent conveyancing firm, Ocean Outdoor, which manages iconic, giant-format advertising sites across the UK, and Selstor, the Swedish self storage operator.

Direct investments are usually in UK businesses, from development capital through to small buyouts, with equity commitment typically £2 to £10 million. Smedvig Capital is authorised and regulated by the Financial Services Authority.

www.smedvigcapital.com

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