



& The Mirror of Time

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BODY WORLDS Launches Outdoor Media Campaign Integrating Mobile Innovation

BODY WORLDS have partnered with Nokia for its latest outdoor campaign. Using Nokia's new Point & Find technology, BODY WORLDS & *The Mirror of Time* exhibition at The O₂ will be the first visitor attraction to use this real time image processing platform to engage the public.

This unique partnership will be highlighted on The Gadget Show which airs 11 May on Five. The show's presenters will be explaining how Nokia Point & Find works as well as share how BODY WORLDS have incorporated the technology with the latest outdoor advertising campaign.

Outdoor posters and branded public phone boxes across London will kick off the outdoor campaign on Monday 4 May incorporating Nokia Point & Find. Some Nokia handset users will already have the technology built into their handsets while new users can download the software onto their phones from pointandfind.nokia.com

The technology is simple yet clever and fun to use. Once the application is loaded on a phone, a user points at any BODY WORLDS poster containing the Nokia Point & Find enabled logo and the cameras will then instantly recognise the object. Consumers can then easily brows a directory connecting to web-based information about the exhibition. As an added incentive BODY WORLDS are offering users a special promotional 2for1 ticket offer which consumers will discover how to redeem when they use the application.

"The beauty of Nokia Point & Find is its simplicity. Technology doesn't have to be complicated and this certainly isn't. The coolest thing is once you have the software on your phone it recognises posters, solid objects and branded items of all shapes and sizes, making it accessible for all customers and ideal for our outdoor campaigns. BODY WORLDS continually seeks to engage and inform its audiences using the latest channels and this fits our innovative approach," said Naz Kabir, Marketing Communications Manager, BODY WORLDS, London.

BODY WORLDS & *The Mirror of Time* includes a special feature on the human life cycle. The ageing process is of relevance to everyone and visitors will learn about how they developed from conception, and how their bodies will change through maturity to old age.

The exhibit shows the complexity, resilience, and vulnerability of the human body through anatomical studies of the body in distress, disease, and optimal health. BODY WORLDS & *The Mirror of Time* is open until 23 August 2009 at The O2, North Greenwich.

For further information, please contact:

Naz Kabir, Marketing Communications Manager
BODY WORLDS 0775 933 6752 / 0203 260 6811
n.kabir@bw.plastination.com
www.visitlondon.com/bodyworlds