

Contact



Mirror, Mirror: TV in the loo never looked this good before, and was rarely so convenient.


TELEVISION

Face in the Mirror

Are you late to work because you can't tear yourself away from Matt and Katie, or the Weather Channel's push to

"know before you go"? With dual-purpose television mirrors, produced by companies like Séura and Philips, we can all enjoy our morning TV ritual in the comfort of our bathrooms.

It works like this: A two-way mirror with a high-resolution LCD screen behind it operates as a television when activated. When the screen is turned off, you see only your reflection, leading us to ask:

"TV, TV, on the wall, who's the fairest of them all?" Never has an ad been more directly targeted! 

Vanessa Voltolina



FOUND ART

TV DINNER > The LG Side-by-Side Television Refrigerator has an LCD screen embedded in one of its doors. The TV is so flat, all you'll find on the inside of the fridge are condiments, not wires.


OUT-OF-HOME

Talking BILLBOARDS

So the phone rings late one Friday night a few weeks back. When I answer, I hear a friend babbling over a cacaphony of: "Models ... Suede ... DVDs ... models ... "Entourage"... models ... TV screens!" I'm confused, though the words I hear represent the perfect mix of this particular individual's interests. I feign a bad cell connection and hang up quickly.

The next morning I learn that my friend had been watching a stunt perpetuated by Free Car Media, which were tapped by HBO to promote the DVD release of its comedy "Entourage." The firm outfitted a gaggle of fetching young lasses in LCD "screen shirts" that showed a 60-second clip of the show, then sent them to parade in front of hip New York clubs. "We told [the models] to work the lines. That's where the people are most bored," quips Free Car president Drew Livingston.

Let's state the obvious, that gals wearing TV tops are a hell of a lot more likely to catch the consumer's eye than the 72,365,343rd HBO bus-shelter placard.

So are other marketers game? "The clients like it once they've been a part of it, but the initial sell is tough," Livingston admits. "I'm seeing more [out-of-home] being put into budgets for 2006, though, which is a good start."  Larry Dobrow