

## **Advanced Dutch 3D technology in advertising debut at London Liverpool Street Station**

Starting 1 October, a groundbreaking 3D advertising pavilion in the heart of the City of London will feature the Netherlands as the best place for European business development.

Using advanced 3D technology developed by Dutch technology giant Philips, Balfour International Group set up eight 42" screens in the futuristic WOW pavilion in Broadgate's Finsbury Avenue Square close to London's Liverpool Street Station. The advanced 3D technology does not require special glasses.

During the month of October, the 3D technology will show that key reasons to invest in the Netherlands are literally up for grabs. The advertisement highlights why companies such as Coca-Cola, Nike, Tata Consultancy Services, Samsung and Cisco favour the Netherlands for setting up their continental European operations. These companies indicated the Netherlands' strategic location and ease of doing business as key to their investment decision-making process.

Being part of an exciting and innovative initiative comes naturally to the Netherlands and the Netherlands Foreign Investment Agency (NFIA). Mrs Liesbeth Staps, Executive Director NFIA UK & Ireland said: "We jumped at the opportunity to present two of the best features of the Netherlands in one message; this innovative Philips 3D technology in the heart of the City showcases both Dutch innovation, and the the country's international business environment."

Mr Charles Firebrace, head of business development at Balfour Global explains the initiative: "We believe the astonishing 3D image, for which there is no need to wear special glasses, will revolutionise the impact that can be achieved by electronic communications and visual marketing. People will see images floating out of screens."

### **Source**

Netherlands Foreign Investment Agency

<http://www.nfia.co.uk/news.html?id=172>