

# bbi displays' amphibious beach billboards launch in South America

CONCEPCIÓN, CHILE: Amphibious floating billboards are beginning to make frequent appearances along the coast and beaches of South America.



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bbi Display Systems, the patent holder and global distributor of the amphibious inflatable signs, has reached agreements with Grupo Big to exclusively represent the product in several South American markets including Chile, Argentina and Peru. Grupo Big, a leader of out-of-home marketing and non-traditional advertising in the region, is based in Concepción, Chile.

bbi Display's inflatable billboard products made their first appearance in Pucon Town, Chile on Villarrica Lake. A 12m floating billboard, commissioned by Outdoor Media Group and operated by Grupo Big, was pulled along lake beaches for telecommunications company, Entel. The bbi inflatable beach billboards were seen by thousands of tourists and locals on the shoreline.

## Versatile

bbi Display Systems also made their land and water debut in Ecuador the same weekend. 8 x 4m amphibious inflatable signs were pulled by boats along the summer tourism town of Salina. The billboard boats, operated by Imaginarios, featured telecommunications company, Movistar, a division of the Spanish worldwide phone company Telefonica.

bbi's inflatable advertising products provide companies with the ability to advertise in virtually any location. The portable signs are not limited to a specific location, making standard steel billboards limited locations obsolete. In addition to water placement, the inflatable billboards are commonly displayed on beaches, golf course lakes and driving ranges, rooftops, parking lots and structures, busy street corners and virtually any other location a billboard is desired. The patented display systems are now operated in over 60 countries.

## About bbi Inflatable Display Systems:

bbi is recognised as the global leader of on-water advertising and inflatable billboards. The idea to design and build a billboard capable of performing on land or sea has undergone painstaking development with rigorous testing of many prototypes. The result is bbi's US patented and international patent pending inflatable billboard that is claimed to have evolved into an efficient, effective and reliable design operated in over 60 countries. For more information, go to [www.bbidisplays.com](http://www.bbidisplays.com).