

## MEDIA RELEASE

Moove Media Pte Ltd  
600 Sin Ming Ave, Level 2 (CityCab Building)  
Singapore 575733  
Tel: +65 6383 7035  
Fax: +65 6281 3267  
[LumiLor.moovemediamedia.com.sg](http://LumiLor.moovemediamedia.com.sg)

### **MOOVE MEDIA LAUNCHES FIRST LIGHTING TECHNOLOGY ON 3D OUT-OF-HOME AD FOR F1 SINGAPORE GRAND PRIX 2019**



*LumiWerkz lighting technology works as a spray-on paint to illuminate any surface and 3D object.*

SINGAPORE, 30 July 2019 – Moove Media has deployed lighting technology – LumiWerkz – for Formula 1 Singapore Grand Prix's Out-of-Home (OOH) campaign, the first-ever in a 3D OOH campaign. Using this innovative lighting technology, five Singapore Formula 1 3D cars had their intricate body designs illuminated to recreate the captivating night race visual experience.

LumiWerkz is a spray-on paint that uses an electroluminescent coating system. The special paint produces light and can be turned on and off by reacting to an electrical charge, allowing for pulsating light effects. It can be applied to any surface and 3D object and looks like regular



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paint when not charged. LumiWerkz meets the highest automotive basecoat standards and has demonstrated its ability to weather the elements.

Mrs Jayne Kwek, CEO of Moove Media, said: “We are thrilled to be the first to showcase an innovative spray paint lighting technology in a 3D OOH campaign for Formula 1 Singapore Grand Prix 2019. We see the immense possibilities of such lighting technology amplifying the 3D OOH experience so that it becomes even more visually impactful at all hours of the day.”

Before LumiWerkz technology, LED lights were used to light up 3D props. With such technology adapted to OOH, Moove can now offer advertisers the ability to illuminate a 3D execution, which will turn heads and create a lasting impression on consumers.

In all, Moove Media took six weeks to produce the F1 car models and install them on five bus services – 7, 10, 123, 174 and 502. These buses ply the Orchard Road vicinity from now until 1 September 2019.

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### **About Moove Media**

Moove Media Pte Ltd is the advertising arm of ComfortDelGro and has been in operations since 2005. In Singapore, Moove Media offers an integrated Out-of-Home advertisement platform on SBS Transit buses and interchanges, rail (North East Line, Downtown Line, Light Rail Transit systems in Sengkang and Punggol), ComfortDelGro taxis, ComfortDelGro buses, as well as other prime ambience sites reaching commuters islandwide. Moove Media also offers bus advertising services in Sydney, Newcastle, Canberra and Victoria, Australia. For advertising, please contact [advertising@moovemediamedia.com.sg](mailto:advertising@moovemediamedia.com.sg) or +65 6383 7035.