



**Press Release**  
For Immediate Release

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### **illumobile Creates a Dynamic SMS Campaign—The Tahoe Snow Report**

*illumobile's outdoor digital media network hits the slopes  
with the launch of its Tahoe Snow Report!*

illumobile, is a San Francisco-based company that offers new (patent pending) technology for outdoor digital advertising. illumobile has created a digital media platform that enables users to upload content over the internet—ads then appear on digital displays in storefront windows around town. This innovative company is on a mission to make outdoor digital media accessible to everyone.

illumobile doesn't just display static ads, it broadcasts dynamic, digital, interactive messages to pedestrians in highly trafficked urban areas throughout the Bay Area. The Tahoe Snow Report is the release of a digital ad campaign that is updated in real-time by utilizing XML code to display current mountain snow conditions to interested viewers. There is also an SMS feature that makes further details available to anyone who sends a text to the number 44636 on their mobile phone. illumobile has partnered with SugarBowl Ski Resort in Tahoe, which is the proud sponsor of the Tahoe Snow Report campaign.



"We received so much positive feedback from audiences demanding more relevant content on our network that it made a lot of sense to launch a seasonal ad campaign broadcasting up-to-date Tahoe snow reports. This campaign has received incredible reception by our viewers and we have received hundreds of text messages from viewers requesting more information about the snow conditions in Tahoe. Keep an eye out for more campaigns in the future, which will feature similar capabilities," says Matthew Wise, illumobile's CEO & Co-Founder. The Tahoe Snow Report is a perfect example that embodies the vision of illumobile – to make outdoor digital media accessible to everyone, in a dynamic and visually engaging manner. There has been a significant increase in customer demand for placing ad campaigns on the illumobile Network™. Clients range from national brands to regional enterprises and local businesses and individuals. Many resorts and recreational venues in Tahoe and other Bay Area establishments have successfully utilized the illumobile Network™ to increase awareness of their services and get more customers to walk through their doors.

Today consumers increasingly spend more time out of the home and are becoming more difficult to reach with traditional media. It's clear that alternative media like the illumobile Network™ have proven to be successful in reaching and engaging consumers at natural inflection points (day and night) where people spend a significant time away from home. According to PQ Media research, alternative out-of-home spending grew by 27% to 1.69 billion in 2006 and accelerated growth is projected through 2011.

### **About illumobile**

illumobile develops patent-pending technology for outdoor advertising. We've designed a flexible and easy to use outdoor digital media platform for regional and local advertisers. illumobile has been in business since 2007 and was founded by an enterprising and creative group of individuals with backgrounds in entrepreneurship and engineering who met while in graduate school at UC Berkeley. We're committed to providing our members with incredible marketing solutions and top-notch customer service. We welcome any feedback you wish to share. Send us an email at [info@illumobile.com](mailto:info@illumobile.com) to get in touch with our team.