

JCDecaux and ARMOR are inventing a new self-sustaining, interactive, solar-powered street furniture concept

JCDecaux and ARMOR's objectives are to overcome the challenge of the energy transition, to be co-players in tomorrow's sustainable city and to innovate in the area of urban communication methods. Today, the two companies are unveiling a new-concept urban interaction demonstration unit.

JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, and ARMOR, a leader in printing technologies, will present on 24 January to the Normandy (Secure Electronic Transactions) TES Tech Cluster the proof-of-concept for self-sustaining, interactive, solar-powered street furniture. Drawing on the knowledge and expertise of the two French groups with international reach, this new concept is a real hub of technological innovation for the benefit of citizens. Equipped with ARMOR's ASCA[®] brand photovoltaic film in order to be energy self-sustaining, the furniture will include a very-low-energy, interactive screen with a range of possibilities for disseminating information, including a calendar of city events, for polling residents about a given topic, for example. Residents will be able to interact with the screen using their mobile phones.

Fully in line with corporate social responsibility, ARMOR and JCDecaux's strategies are complementary: ARMOR is reinventing itself in renewable energy and JCDecaux uses this technology in building the city of tomorrow. Both groups place innovation at the very heart of their strategies and development, drawing on the potential of local professionals in order to promote French-based innovation. Both the aesthetic and ecological features of the ASCA[®] photovoltaic film attracted JCDecaux, which used this technology to invent an innovative urban concept, both in terms of conception and design. Manufactured using a very low-carbon process with no rare or toxic components, ASCA[®] is light and flexible. Equipped with an ASCA[®] photovoltaic module, this demonstration unit shows how we are looking to "decarbonise" cities, using systems that include French, eco-friendly, photovoltaic energy in the manufacturing process.

Hubert de Boisredon, Chairman and CEO of ARMOR, said: *"ARMOR is driven by one ambition: to be useful to people while integrating social innovation within the very heart of our business model. ASCA[®], a "low carbon" innovative solar film, which is light and does not contain any rare metals, enables us to reconcile industry and the environment. Naturally, this led ARMOR to work on all its industrial applications that also promote sustainable development, such as JCDecaux's self-sustaining street furniture concept. This partnership is one of the first projects in which ARMOR is putting ASCA[®], the material of the new millennium, to work to serve tomorrow's sustainable city. Other infrastructure and building projects are currently being studied".*

Rémi Pheulpin, Executive Vice-President, Research, Production and Operations at JCDecaux, said: *"We are delighted about this partnership with ARMOR which, thanks to the ASCA[®] film, is enabling us to consider self-sustaining, interactive street furniture that seamlessly incorporates solar energy. In this era of smart cities, JCDecaux is positioning itself to be one of the major players in this field and is already participating in the emergence of an increasingly connected, human, open and sustainable city. As the number one street furniture company in France and worldwide, we are actively rolling out cutting-edge technologies and new creative concepts to benefit cities and their residents as well as advertisers and their brands."*

About ARMOR

Armor is the world leader in Thermal Transfer ribbons for printing on packaging and barcode labels, and Europe's largest producer of remanufactured inkjet and laser toner cartridges for businesses and administrations. This French intermediate-sized company draws on a strategy of co-industrialisation and sustainable innovation for its development. Its 1800 employees, 700 of whom are in France, are spread over 25 manufacturing and logistics sites across all of the world's continents. The Group generated €250m in revenue in 2016, 80% of which was for export. Armor invested €60m in its new businesses to promote the development of renewable energy and the energy transition, including €40m for ASCA© flexible photovoltaic films and €20m for En' Safe current collectors which improve the performance of lithium-ion batteries.

Press contact: Donatienne du Jeu (Giotto)
+33 1 48 74 18 62 – d.dujeu@giotto-cr.com

About JCDecaux

JCDecaux is the number one Outdoor Advertising company worldwide. JCDecaux is listed on Euronext Paris and is part of the Euronext 100, FTSE4Good and Dow Jones Sustainability Europe indexes. JCDecaux invented the concept of Street Furniture in 1964 and today is the only global company that is exclusively focused on Outdoor Advertising. JCDecaux is number one worldwide in street furniture, number one worldwide in transport advertising, the European leader in billboard advertising and the number one worldwide for self-service bicycle hire. With 12,850 employees, the Group is present in over 75 countries and 4,435 cities with more than 10,000 inhabitants, where it offers high-quality, aesthetic street furniture. JCDecaux operates almost 51,000 digital advertising panels globally, in the world's leading airports, metros, railway stations, shopping centres and along roadsides. The Group generated revenue of €3.208 billion in 2015 and €1.617 billion in the first half of 2016.

www.jcdecaux.com

Press contact: Xavier Guépet
+33 1 30 79 34 48 – xavier.guepet@jcdecaux.com