

Blimp gets big screen

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The Lightship Group, a subsidiary of American Blimp Corporation, unveiled its new A-170 Video Lightsign airship in hopes of rejuvenating the blimp industry.

Hoping to attract potential advertising clients, the new airship could potentially enable broadcasts of live TV, Internet sites, stock tickers and slider shows on its full-color 30' X 70' LED screen.

"The key aspect of the Video Lightsign airship is that it revolutionizes outdoor and blimp advertising," said Toby Page, marketing director, The Lightship Group. "It enables us to offer the holy grail of Total Integrated Marketing utilizing a single medium. In other words, outdoor, TV, Radio, Internet, Print, PR, Event and Promotional marketing are all potential media avenues that can be accessed by the Lightsign airship."

"We have changed the traditional blimp media platform into a technologically advanced tool for the 21st century," he added. "The possibilities are endless, and the Sky really is the limit."

The new airship is a partnership with Sanyo North America Corporation, which has partnered with the company for nine years on its blimp program.

In addition, "the latest airship could be use for integrated marketing and promoting campaigns utilizing GPS tracking, two-way communication with customers, text messaging and phone tie-ins," the company said.

"The new A-170 Video Lightsign airship is the natural next step in the development of airships as a media tool, enabling true interaction with customers, and the activation of any marketing campaign," said Alan Foster, Sanyo's vice president of corporate communications.

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