

# MEDIAWEEK

## **Streetblimps Cuts Google Earth Pact**

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*OCTOBER 02, 2007 -*

Streetblimps, an out-of-home company that operates mobile billboards in major markets, announced Tuesday it is the first mobile billboard provider to incorporate Google Earth into its GPS monitoring.

The new technology depicts a truck's location within 50 feet, enabling advertisers to track their mobile campaigns in real time.

"Our system sets a new standard of accountability," said Doug Frantin, president of Streetblimps, which has a fleet of 80 mobile billboards. "The mobile billboard industry has lagged behind other advertising mediums when it comes to auditing. Now, our clients can see exactly where their trucks are whenever they want to."

The monitoring technology is managed by an independent, third-party to further enhance credibility.