



LIVE! - Newsletter no. 9 – October 2010

You will be surprised by the early publishing date of this newsletter. We really have an actual reason for sending you this edition at the beginning of the new month. If you turned on the TV last weekend you might have seen the AsphaltArt live. Especially, when you are interested in sport you should not have missed our latest campaign. In addition to all other applications, we will inform you about the major sport event last weekend. We wish you an informative entertainment.

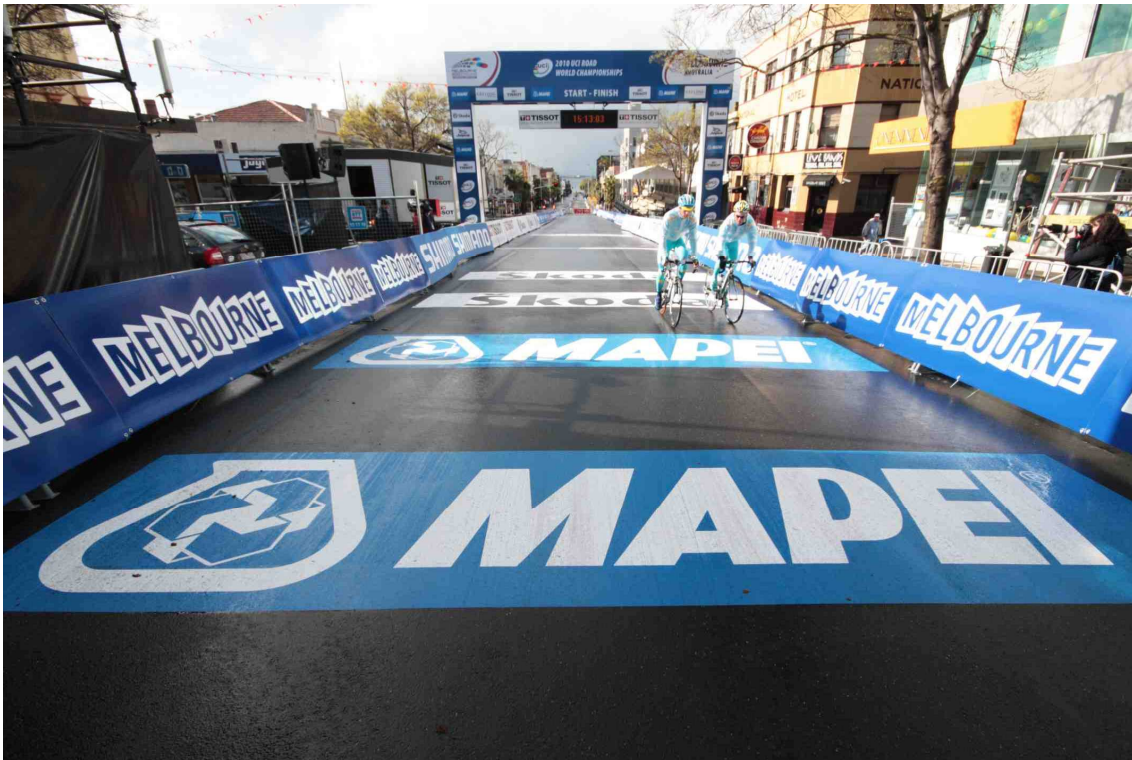
Now LIVE! Asphalt Art applied on the World Road Cycling Championship

This event is probably the highlight of the year for the cycling sport: The UCI World Cycling Championship taking place from the 29/09/2010 till 03/09/2010 in Melbourne. The goal of cyclists like Tyler Farrar, Thor Hushovd, Philippe Gilbert, Simon Gerrans, Cadel Evans is definitely being the first participant seeing and passing the AsphaltArt.



The explanation is simple: At the end of the street course through Melbourne the Asphalt foils of the main sponsors were applied in the finishing line area. The two companies "SKODA" and "Mapei" decided deliberately on this eye-catching solution.

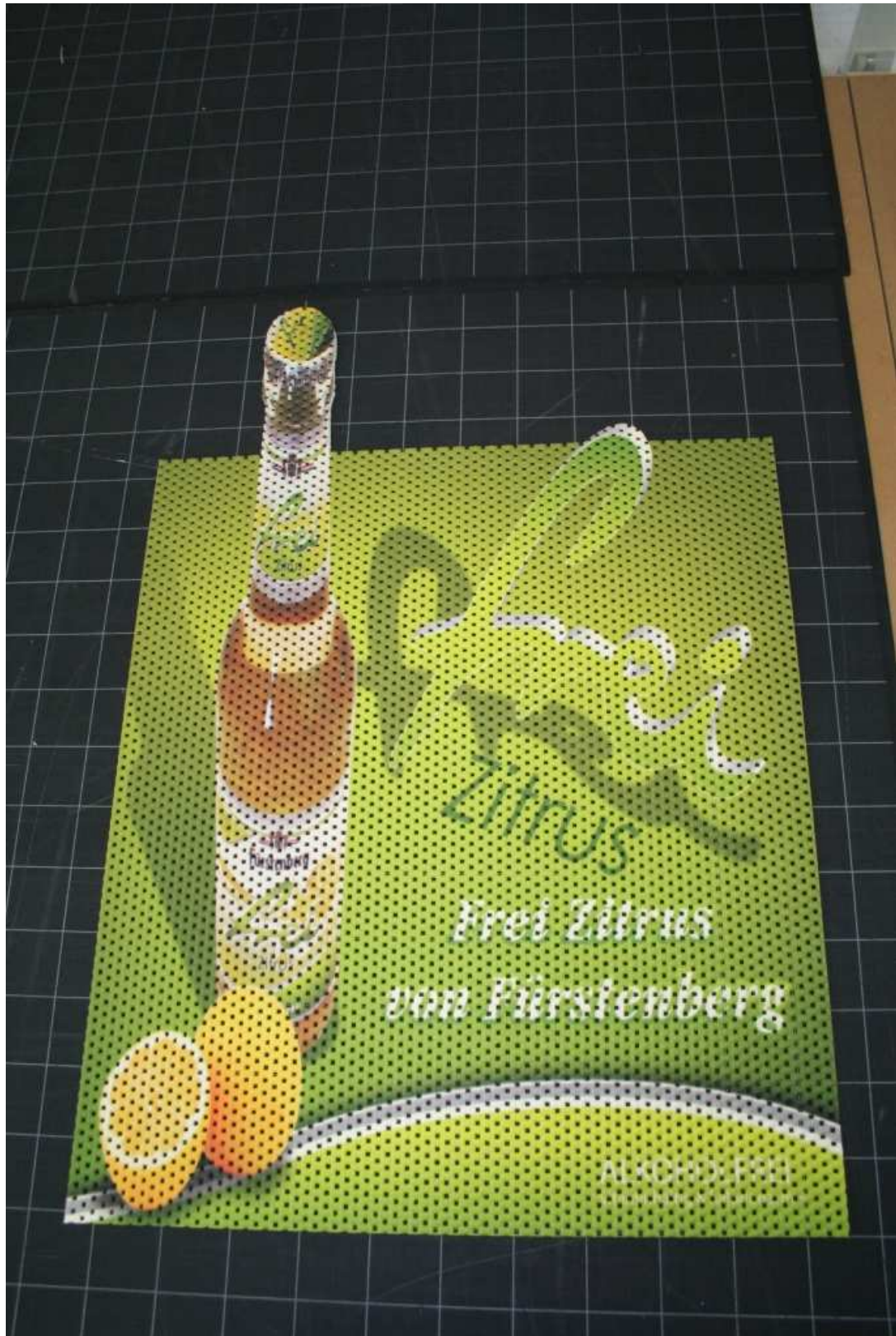
This is not a new developed concept as the AsphaltArt foil has always been used for applications at the finishing line for the "Tour de France". For direct road applications not many advertising possibilities exist and this media could be established. Besides a few bands and displays the asphalt offers the greatest possible advertising area. This effect should be utilized for the UCI World Road Cycling Championship. In our point of view, a more than impressive and successful campaign.



SoftWalk an eye-catcher in 3D

We already informed you several ti

mes about the possibilities to communicate with three-dimensional images on the AsphaltArt. A motif almost jumping into the eye of the beholder or a simulated hole in the ground looks really impressive. Now, we are pleased to report about the first campaign where a 3D image was used on our SoftWalk material. The concept has not been that easy as the SoftWalk provides a 60% printable and 40% open surface. Nevertheless, the brewery "Fürstenberg" published a campaign for a beer mix drink. Maybe this idea inspires you for similar applications.



AsphaltArt even on the wall

You have always to be open-minded for new application possibilities. Everyone thinking AsphaltArt can only be applied on the ground floor is wrong. The composition of the material with the specially developed adhesive and the aluminum layer offers the required conditions to use the product for totally different applications. As an example the AsphaltArt can perfectly implemt wall campaigns.



Special foils for wall applications are available on the market but the AsphaltArt might be a solution when perhaps other foils reach their limits. Maybe you already gained similar experiences. In this case, we hope you got impressed by these new possibilities.

This has been the unusual early published newsletter number 9 for October 2010. However, you have seen that the reason was worth. We hope you got inspired again for your future campaigns. Maybe you think about realizing similar applications. In this case, we would be interested to report about them in our next newsletter. We wish you all the best until the coming month and remain with autumnal greetings

Your

Asphalt Art International Team

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ASPHALT ART INTERNATIONAL AG

Head Office Switzerland

Riedstrasse 7, CH-6330 Cham / Switzerland

Tel.: +41 (0)41 760 82 82 Fax: +41 (0)41 763 60 14

E-Mail: info@asphaltart.com

www.asphaltart.com