

Neo Advertising joins CityZen

CityZen - the Cities' partner for Smart City projects - is pleased to welcome Neo Advertising among its members. Neo Advertising will contribute its skills and resources in the field of street furniture and advertising.

Neo Advertising is a leading player in the Swiss outdoor advertising market (Out-of-Home or OOH). With a portfolio of more than 12,000 advertising spaces distributed throughout the country and located in high value-added outdoor advertising environments, Neo Advertising enables its clients to reach massive audiences with a high quality of exposure and advertising impact. Founded in Geneva in 2003, the company now has more than 60 employees at its locations in Geneva, Zurich and Winterthur.

Christian Vaglio-Giors, CEO of Neo Advertising, comments on this affiliation: "We are very pleased to be able to contribute to the development of CityZen by bringing our skills and experience in the field of outdoor advertising. As a public domain advertising device operator, we have a role to play in Smart City programs and intend to be very proactive in participating in them.

With Neo Advertising, the CityZen association is expanding its integrated Smart City offer; its affiliation was confirmed by the General Meeting of 26 June 2018.

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About CityZen: The association reunites companies to bring to cities the experience and skills needed to put in place concrete and coherent solutions oriented towards « smart cities ». CityZen acts as the designer, catalyzer and producer of smart cities.

Members of CityZen are SPIE, Innobridge, BG, EcoWaste, SWISSTRAFFIC, ESRI Suisse SA, Schröder Swiss SA, SixSq, HUBER + SUHNER, Losinger Marazzi, SpinetiX, Xemtec, Neo Advertising.