

#8

Heat Activated Urinal Billboard - Interactive Urinal Advertising



Bathroom advertising is big, but now you can urinate on the advertisement and it reveals the ad. That's the heat activated urinal billboard in a nut shell. It's interactive urinal advertising at its best.

From the IsoOceania Product Page

The world of "Interactive" Urinal Advertising is endless... HAUB (Heat Activated Urinal Billboards) has taken heat sensitive ink technology to a new level. This innovative medium combines high definition color graphics, hidden by "disappearing ink" delivering an interactive message to a captive audience... A perfect strategy to get your message across.

Used successfully in a drunk driving campaign in New Zealand, it is a perfect Billboard to deliver any message to a male audience. Strategically placed in the corner of a urinal, (yes that's correct... studies show that 8-10 males prefer the corner), it's sure to generate interest when color when a male enters the bathroom.

Guerilla marketing at its best - HAUB will deliver your message when a male urinates on the board, it will reset to a black poster when the urinal does an automatic flush, ready for the next visitor. The perfect guerilla medium.

#9

Do we really need video games in our urinals?

By [David Sheets](#)

St. Louis Post-Dispatch

As you may surmise if you read here much, Game Guy spends a good deal of his time, spare or otherwise, trying the latest video games, working day and night sometimes to test the best, and worst, of a growing inventory. He has played games at bars and bookstores, wineries and waiting rooms, in bedrooms and living rooms.

There's hardly a spot he hasn't tried. Including the bathroom.

You can guess where.

But though he's not above playing while on the commode, Game Guy blanches at the prospect of playing **in** the commode. His taste notwithstanding, something about gaming inside a toilet just seems, well, gauche, because the commode's singular function, while certainly important, never struck him as entertaining.

Apparently, he's not thinking outside the box — or the can, as the case may be. In Belgium, there are two guys who believe, quite to the contrary, that a toilet could be a great place to play.

They've concocted a new game called "**Place to Pee,**" and it's exactly what you might think. Nevertheless, Game Guy will explain the technology anyway: Special sensors mounted inside a urinal direct game play on a video screen placed at eye level. Players need not bring special equipment; just the call of nature and reasonably good aim will suffice.

And not just guys can play. A special cone-shaped accessory allows women to share in the fun.

Players can compete individually or against each other in at least two kinds of games: a downhill ski slalom or a space battle against invading aliens. Points are awarded based on accuracy and, Game Guy presumes, volume. (The inspiration supposedly came to the inventors after an evening drinking ale.)

Sounds ... challenging. But is it necessary? Is it warranted? Has America's attention span diminished to the point that even brief visits to the bathroom are too long to endure without entertainment?

On the flip side, would practice make perfect in a game such as this? Because, as Game Guy can attest, Americans on the whole have very bad aim, judging from the general condition of the nation's public toilets.

Perhaps "Place to Pee" will be the next best thing since "Halo 3." But Game Guy wonders whether anything more will come out of this besides guys — and maybe girls — queuing up outside bathrooms like they were arcades.

If they do, then let's all hope Nintendo doesn't come out with a Wii version of this.