

## SAILVERTISING



MOBILITY & TRANSPORT

**Traditional advertising is dead, so how about sailvertising? SailsVision has developed a patented printing technique that will enable sponsors and advertisers to use yachts and catamarans as floating outdoor media. Think gigantic 25 meter, eight-floor building style photographic ads, like the ones you now see on scaffolding around the world, vying for the attention of beach goers or party crowds at the 59th Cannes Film Festival or the America's Cup.**

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