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Market Announcements Platform  
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## XTD's Contact Light EMBARK App Available for Vivid Sydney Crowds



Contact Light Pty Ltd, the innovation division of digital out-of-home company XTD Ltd (ASX:XTD) has made its newly launched EMBARK app available for Vivid Sydney, the world's largest festival of Light, Music and Ideas.

In 2015, Vivid Sydney attracted a record 1.7 million attendees and this year will be bigger and brighter.

To assist Vivid Sydney visitors, the free EMBARK app is offering festival goers complete guidance to public transport availability and every Vivid Sydney installation to visit.

Contact Light launched EMBARK last week as part of an international release of the new platform which sees the app available for people to use in all major Australian cities as well as in more than 60 cities in 14 countries worldwide.

People attending Vivid Sydney and using EMBARK on their mobile devices have instant access to the best public transport options to and from any point in Sydney, as well as navigating to prominent points of interest within and around the Vivid Sydney precincts.

*"EMBARK's capabilities are such that as we launch in Sydney, the app will also be fully functional in all Australian capital cities and major regional centres,"* said Mike Boyd, CEO of Contact Light. *"People who take the free download from the Apple App Store can also use EMBARK in major cities in countries like the USA, UK, Canada, Germany, Spain, New Zealand, Mexico and France. We are already seeing downloads and usage from many major international cities."*

Boyd added, *"With such extensive deployment of EMBARK, we will continue to explore commercial partnerships with major marketers who are reaching for new channels to connect with their mobile populations."*

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Steve Wildisen, CEO of XTD, said EMBARK's availability for Vivid Sydney attendees was a perfect demonstration of the app's capabilities. "EMBARK is the first of several unique new products in development and close to launch. We are looking forward to unveiling these new products in the near future," said Wildisen.

XTD is the owner and operator of the world's first cross track digital media and information system designed for the transit networks of major global cities. In Australia, XTD operates the cross-track media and information systems within the Melbourne and Brisbane metro rail networks and is in discussions for the installation of the systems in two major Asian cities.

## About Contact Light

Contact Light is the innovation division of digital out of home company XTD Ltd. Contact Light was spun out of XTD in July 2015 to take advantage of major opportunities in the rapidly growing digital out of home and mobile technology industries. Earlier this year the company recently announced the launch of the Edeo app with Curtin University in Western Australia, enabling intra-campus transport tracking, wayfinding and custom campus maps with levels of detail not seen in Google or Apple Maps.

## About Vivid Sydney

Vivid Sydney is the world's largest festival of light, music and ideas, which for 23 days - from 27 May to 18 June 2016 - transforms the Harbour City with its colourful creative canvas. In 2015 Vivid Sydney attracted a record 1.7 million attendees. Now in its eighth year, Vivid Sydney is owned, managed and produced by Destination NSW, the State Government's tourism and major events agency. Vivid Sydney features large scale light installations and projections (Vivid Light); music performances and collaborations (Vivid Music including Vivid LIVE at the Sydney Opera House); and creative ideas, discussion and debate (Vivid Ideas), all celebrating Sydney as the creative hub of the Asia-Pacific. For more information visit [www.vividsydney.com](http://www.vividsydney.com).

Ends

For more information, visit [www.xtd.tv](http://www.xtd.tv) or contact:

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