



Come inside for a unique  
Olympic Games experience

# INTO THE **808 SOUTH** [www.808south.com.au](http://www.808south.com.au) STRATOSPHERE

**TELSTRA USES THE IBAR™ AS PART OF THE  
2008 BEIJING OLYMPICS CAMPAIGN.**

In an Australian first, iBar™ featured at Telstra's interactive 'Stratosphere' in Sydney for the 2008 Beijing Olympic Games. Each evening during the twoweek Olympic period, the external surface of the 15 metre diameter Stratosphere at Custom's House Square projected Olympic Games content and celebrated Australian medal successes. iBar™ provided a unique experience and talking point with a captivating water application that would ripple through the bar surface each time patrons put down their tea being served in the dome. It was a successful exercise in hi-tech engagement that fused the sensory experience of iBar™ and other technologies to capture the essence of the Beijing Olympics and the Telstra brand.

