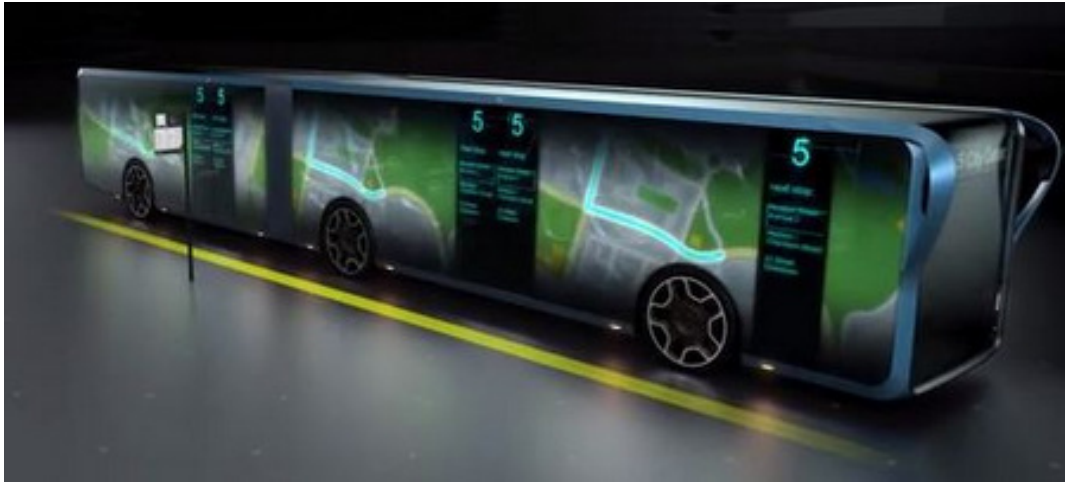


Meet the “Willie” Bus

Written by Bob Snyder
26. 01. 2014



Ever seen a streamlined bus? Nope, I haven't either. Generally, they are built like boxes on wheels and have less design appeal than semi trucks and 18-wheelers.

Hang a sign or advertisement on a bus and it looks like, well, a flat sign on a boxy bus. And it's a static message on a moving object...

So what if you could turn buses into moving real-time digital signage?

Tad Orlowski has a concept, the Willie Bus, which does just that. OK, go ahead and laugh at the name. All over?

OK, using transparent LCD displays to coat the entire exterior, Orlowski figures municipalities can project almost anything on the screens.

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[Have a Look! You Won't Appreciate This Concept Until You See the Video](#)