**A Sign that Coughs at Your Cigarette Smoke**

On the streets of Stockholm, Sweden, it’s not uncommon for folks to light up a cigarette while waiting for the bus. Earlier this year, many of those folks were rattled to see a man on an ad in the bus shelter begin coughing when they smoked near it. Call it a new twist on interactive advertising, where the ad reacts to what you’re doing even when you don’t expect it.

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<http://www.medialifemagazine.com/a-sign-that-coughs-at-your-cigarette-smoke/>

The Coughing Billboard video:

<https://vimeo.com/201340067?from=outro-embed>

Another interactive billboard:

<https://www.bing.com/videos/search?q=Apotek+Hj%c3%a4rtat&pc=msnHomeST&mkt=en-us&httpsmsn=1&refig=6c015b4ad38c43cd90fcd5d88bff6573&sp=-1&pq=apotek+hj%c3%a4rtat&sc=2-14&qs=n&sk=&cvid=6c015b4ad38c43cd90fcd5d88bff6573&ru=%2fsearch%3fq%3dApotek%2bHj%25C3%25A4rtat%26form%3dPRUSEN%26pc%3dmsnHomeST%26mkt%3den-us%26httpsmsn%3d1%26refig%3d6c015b4ad38c43cd90fcd5d88bff6573%26sp%3d-1%26pq%3dapotek%2bhj%25C3%25A4rtat%26sc%3d2-14%26qs%3dn%26sk%3d%26cvid%3d6c015b4ad38c43cd90fcd5d88bff6573&view=detail&mmscn=vwrc&mid=CD5620671D4BDEA89684CD5620671D4BDEA89684&FORM=WRVORC>