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## **Have You Seen What's on TV-Shirt Today?; A marketing firm will debut clothing turned into portable commercials for clients.; [HOME EDITION]**

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**Full Text** (406 words)

Americans falling short of the daily average of three hours spent watching TV have a new opportunity to catch up.

Starting today, a San Francisco marketer is sending models out in public in T-shirts with built-in television sets.

"People of my generation and younger are so used to moving images on TV that if it's not a moving image, it doesn't move them," said 30-year-old pitchman Adam Hollander, who created the Adver-Wear shirts.

His company, Brand Marketers, will debut the T-shirts today at theaters, malls and elsewhere to promote the Fox movie "I, Robot."

An 11-inch flat screen is mounted at chest level in each shirt, and four hidden speakers deliver sound. A shirt weighs about 6 1/2 pounds and costs about \$1,000 to make.

Adver-Wear isn't for sale, however. "I don't want to lose my shirt," Hollander said.

For other clients, Hollander has created more low-tech advertising vehicles -- a billboard tricycle in one instance -- and national marketing campaigns for Toyota Motor Corp., Qwest Communications International Inc. and Levi Strauss & Co.

With Adver-Wear, wired-up male and female models wear T-shirts customized to help spread clients' messages. Today and Saturday, the ambling advertisers will be showing a trailer for the futuristic thriller about technology run amok. They'll appear in the 10 largest U.S. urban areas,