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LocaModa Debuts in Times Square

Wade Roush 2/21/08 9:23 am

LocaModa, the Cambridge-based company specializing in interactive applications for outdoor signage, has made its Broadway debut—well, at least its Broadway and West 47th Street debut. The company announced yesterday that its “Jumbli” application, a word game that passers-by can play via text messages from their mobile phones, is now appearing on Clear Channel’s giant 40-by-40-foot [Spectacolor HD](#) screen at the corner of West 47th St. and Broadway in Times Square. We [profiled](#) LocaModa back in September.

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