



**motomedia\_pack**

**streetlevelBillboards<sup>TM</sup>**

**october 2007**

**SHOP UNIT TO LET**

**TIRED LOOKING UNIT  
1000 SQUARE FEET  
A WASTE OF  
USEABLE SPACE?**

[www.motomedia-uk.com](http://www.motomedia-uk.com)  
tel: 0141 579 7141

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## streetlevelBILLBOARDS?



There are thousands of empty retail units available throughout the UK. Motomedia takes those in prime locations and transforms the shop windows into innovative and powerful advertising and marketing tools.

Using externally applied printed vinyl combined with several technologies, shop windows are converted into customer-facing, large-scale, interactive audio-visual poster sites in the very center of the consumer domain.

“we give you an opportunity to get large format advertising with audio, video, bluetooth interaction and audience data capture, at streetlevel”

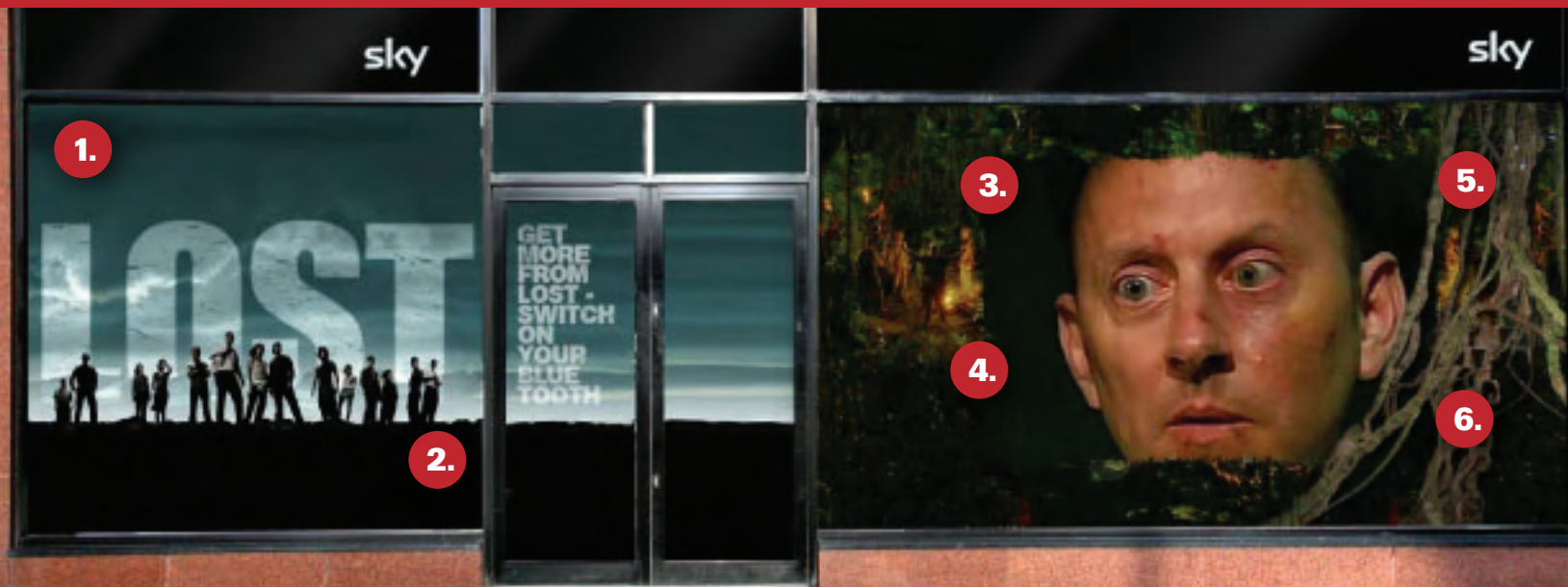
kenny maclean, managing director, motomedia

## streetlevelBILLBOARDS





# whatareyou**looking**at?



1. High performance printed vinyl for large-format images and branding. Superb print quality. Existing shop sign replaced.
2. Cutting edge 'through-glass' sound drivers delivering outstanding audio.
3. Daylight video projection screens delivering super-bright, crystal clear digital video images.
4. Server software allowing real time changes to video and sound with playlist scheduling.
5. Synchronised bluetooth downloads.
6. Intelligence data capture records viewing times and viewer demographic including age and gender.

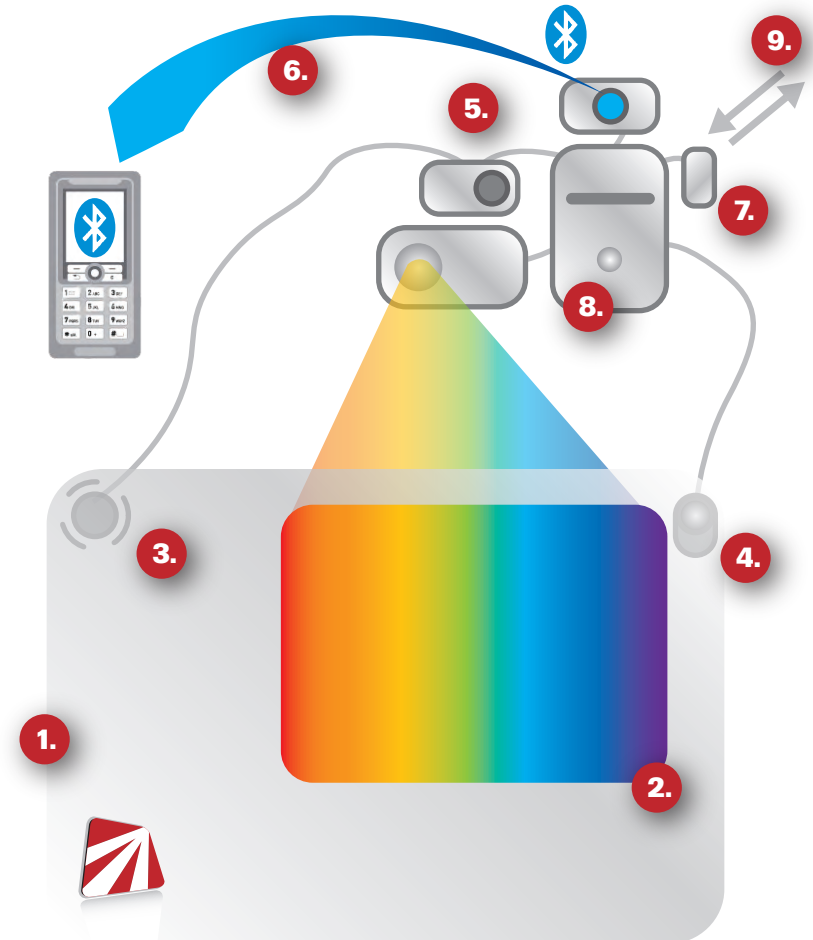
[SEE APPENDIX 1 FOR SCHEMATIC]

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# motomediaschematic

- 1. SHOP WINDOW** - Externally applied printed vinyl for large scale branding.
- 2. PROJECTION SCREEN** - screens display projected content in daylight. Screens can be up to a massive 4mx3m.
- 3. AUDIO DRIVERS** - Through-glass audio drivers turn the glass surface into a speaker. Pavement drop-off 1.5m-2m keeps sound localised to advert. Drivers operate in frequency range of human voice.
- 4. DIGITAL INTELLIGENCE** - Camera feeds intelligence software which gathers information on advert viewing times, viewer demographic, gender etc.
- 5. TECHNOLOGY** - Server, amplifier, projector linked directly to content software, controlled remotely.
- 6. BLUETOOTH** - Bluetooth server pushes data, eg: gig dates, offers, to passing mobile phones.
- 7. 3G MODEM** - Fast and secure internet connection.
- 8. CONTENT SOFTWARE** - Motomedia uploads and manages your content, and sets playlists in real time through 3G modem.
- 9. DATA** - Access viewer data from intelligence software on secure server.



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**statistics**

**mims**





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**MIMS CAMPAIGN  
MAY 2007  
DATA CAPTURE AND BLUETOOTH**



MIMS 'MUSIC IS MY SAVIOR' - SHEPHERDS BUSH

Data capture data for the week commencing 21st May to 28th May 2007

34,303 views

Average 3 second dwell time

56% male viewer

Campaign	Mims - This is why i'm H
Found	19074
Hit	1378
Total Phones	19074
	Phones found
Nokia	6370
Sony Err	5168
Samsung	3558
Siemens	684
Texas Instruments	440
Texas Instruments Inc	192
Research in motion	390
O2 XDA Mini S	229
LG Innotek	594
LG INFORMATION & COMM.	283
Motorola	191
Sharp GX	31
Fujitsu	57
TDK CORPORATION	22
Palm Tungsten T3	4
HP iPAQ h1940	10
Plantronics	3
SHARP CORPORATION	3
Cambridge Silicon Radio	1
Siemens AG ICM MP UC RD IT KLF	1
Windigo Systems	1
Unknown	842



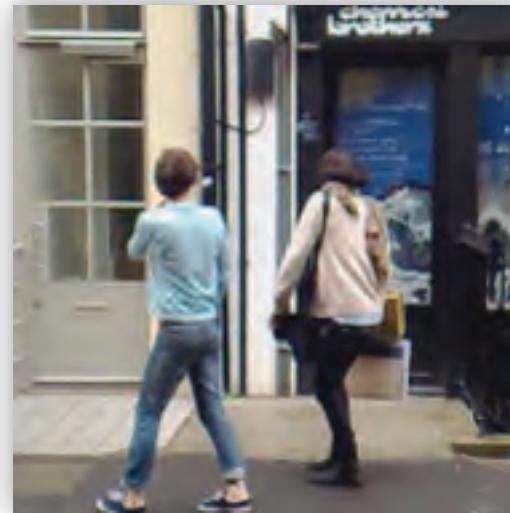
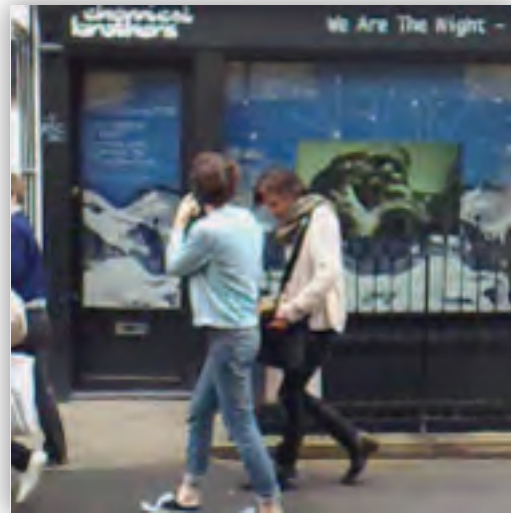
case studies  
chemical brothers



?has an  
advert ever  
stopped you in  
your tracks?







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## Chemical Brothers - Hoxton Square

A Motomedia StreetlevelBillboard™ has been installed in Hoxton Square, one of the hippest areas of London, to promote the launch of the new album from the Chemical Brothers "We Are the Night."

With a combination of excellent artwork, sound, video and a free (and totally exclusive) Bluetooth download of Chemical Brothers music made available to passing mobile phones, the advert has been literally stopping people in their tracks.

The integrated data capture software is indicating high dwell times as people stop to look at the video and take in the artwork.

[www.motomedia-uk.com/news.html](http://www.motomedia-uk.com/news.html)

"hoxton square was a strong test for our content software and it passed with flying colours!"

ronan mcmacken, creative director, motomedia



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case studies

shayne ward

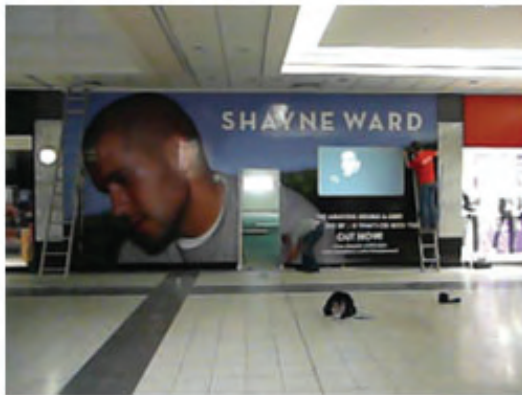
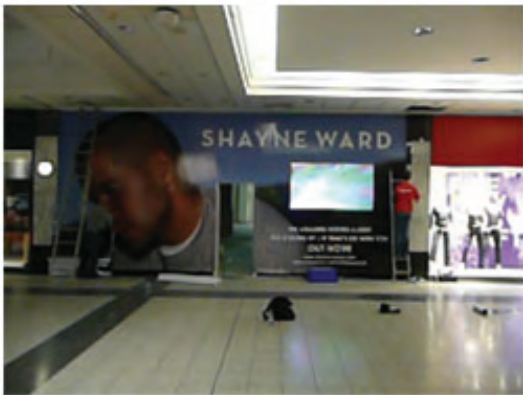


## MANCHESTER SEPT 2007

This 7m x 3m *streetlevelBillboard™* for SonyBMG recording artist and X-Factor winner Shayne Ward has had plenty of attention since its construction.



Shayne Ward himself chose to sign copies of his latest single in front of it and Motomedia were featured in MediaWeek magazine in an article leading with this particular billboard.



SonyBMG and SYCOMusic were extremely impressed with the advertisement and went on to place bookings for Shayne Ward's album launch and also for the promotion of recent X-Factor winner Leona Walsh.

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SHAYNE WARD

THE AMAZING DOUBLE A-SIDE  
NO U HANG UP / IF THAT'S OK WITH YOU  
OUT NOW!  
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[www.myspace.com/shayne-ward](http://www.myspace.com/shayne-ward)

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Billboard equipped with technology to record enhanced viewer profiles

# New Motomedia billboard records more viewing data

By Sarah Crawley-Boevey

A digital billboard containing an outward-facing camera that tells clients exactly how many people have looked at it launched yesterday in Manchester.

The StreetlevelBillboard, from Motomedia UK, contains technology that can register when someone is looking at the advert, how long they spend looking and whether they are male or female.

It also uses Bluetooth technology to send data, including audio and video clips, web addresses and redeemable barcodes, to passing mobile phones.

The large format site includes vinyl graphics measuring 7.5 metres by 3.5 metres and a video screen



**New billboard: Manchester launch**

that is nearly 3 metres by 1.5 metres. It also has full audio that can be controlled remotely via the internet and can be switched off at night to conserve energy.

The billboard was unveiled yesterday (Monday) in the Arndale Centre, which has an average weekly footfall of 411,000, with an ad for the new single from *X Factor* winner Shayne Ward.

It is placed over the front of a vacant shopfront, as is customary for Motomedia sites.

Duncan Clapman, sales director at Motomedia, said that being able to record actual views, rather than just footfall, is a crucial element of the billboard's selling power.

"For us, the ability to now measure physical statistics, even down to gender, gives brands the valid information they need to assess how successful an advertising campaign has really been," he said.

## Carat brokers deal for Lego and Jetix

Carat has negotiated a six-figure media deal between Lego and children's TV entertainment network Jetix UK.

The campaign has been devised to promote Lego sub-brand Bionicle. The partnership, which commences this month, will run throughout the autumn for 14 weeks and marks the first time an advertiser has used all the broadcaster's media platforms.

The sponsorship activity has been designed to familiarise children with the Lego Bionicle characters by encouraging them to participate in an online game in which prizes are up for grabs on a weekly basis.

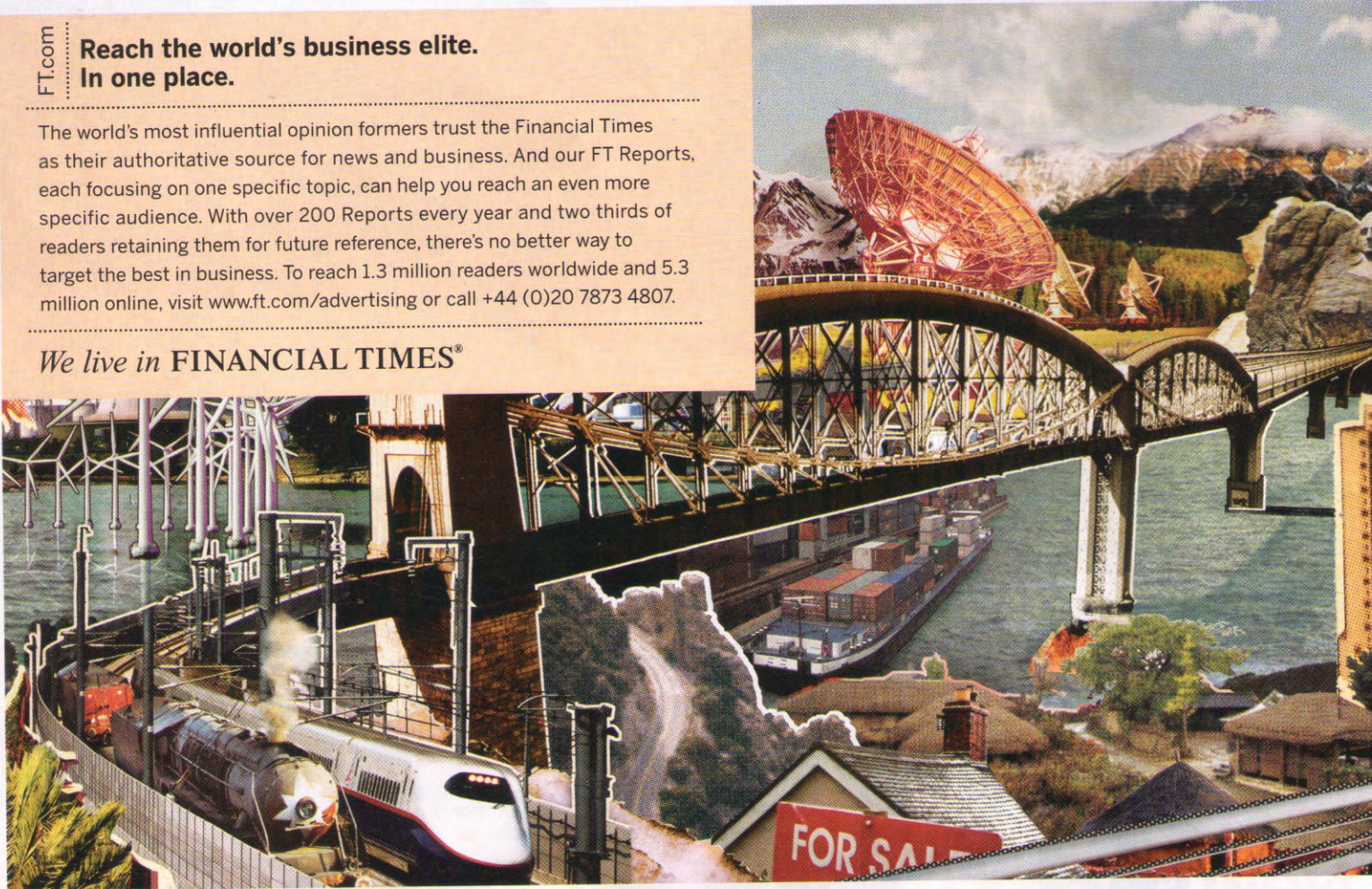
Codes unlocking special features in the online game will be made available to children via ETV (a game-playing platform available to viewers via the red button on their handset), mobile short code and magazine advertorials. Online and TV advertising will be backed by PR, a sticker book and in-store activity at toy retailers.

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## DUBLIN OCTOBER 2007

This *streetlevelBillboard™* for Heineken Ireland and their promotion of Dublin music event Green Synergy was ambitious and terms of scale and also design.

The daylight projection screen used was a massive 2m x 1.5m (similar to a double bed!) The rest of the shop front was covered in printed vinyl. Onto the screen was projected a custom-made stop frame animation featuring bees and information about the Green Synergy festival. This was synced to the sounds of hundreds of bees and to specially attained sounds of bees hitting a glass surface.

Heineken said “We really love this window. We are so impressed with the results and it is getting lots and lots of attention.”



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