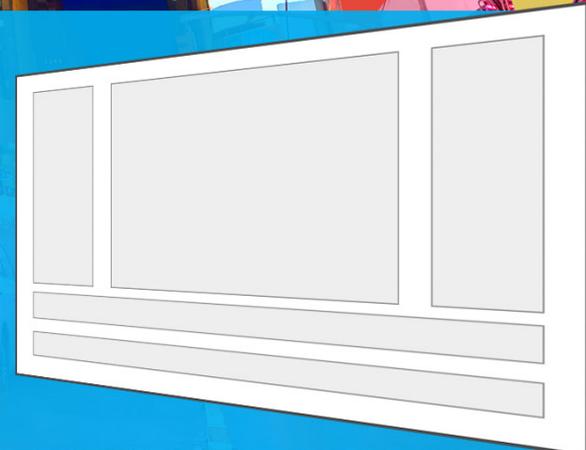




Out of Home Entertainment

A New Era of Digital Signage

presenting **MightySign** by OutofHome.tv



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Full-scale entertainment and advertising network

- Traditional digital signage systems are perfectly adequate for delivering information. However, they are totally inadequate solutions for advertising and entertainment.
- OutofHome.tv provides an innovative solution for breaking the traditional barriers of digital signage.
- We offer a dedicated, 24-hour entertainment channel for your network of bricks-and-mortar properties, creating the most effective return on investment both for our clients and the brands that advertise on the channel.



24/7 entertainment programming

Our system allows 24-hour playout of content that is relevant to your business and customers, as well as entertainment programming that feels like real television.

Benefits:

- A fully managed entertainment platform for your business
- Higher rate of screen views
- Higher ad impact

A 24-hour cycle means more rotation for ad placements, higher potential volume, and more eyeballs focused on what's on the screen.

FASHION & LIFESTYLE

NEWS

SPORTS

RADIO SHOWS





Intelligent display for your brand

- 100% customizable to your needs
- Operation and management 100% included in your advertising campaign



Don't let your brand be a victim to **display blindness**:

"We conclude that the process of selective attention that is known from the Web also applies to digital signage. Thus, similar to the effect of 'Banner Blindness' there is an effect of 'Display Blindness' meaning that expectations of uninteresting content leads to a tendency to ignore displays."

-Joint study at University of Münster, University of Bristol



No job is too big - or small

- Increase ROI by showcasing your products and services, or by selling advertising to your clients.
- Automatically highlight the most relevant products based on the time of day, weather and store location.
- Tap into a schedule of nearby events to capture higher traffic with special offers.
- Our solution adapts to the size of your business and delivers what you need to improve customer relationships.
- With an emphasis on the user experience, we provide the right aesthetics for your installation, whatever the size.

Variety of advertising formats

The OutofHome.tv platform offers a wide variety of media formats for your brand:

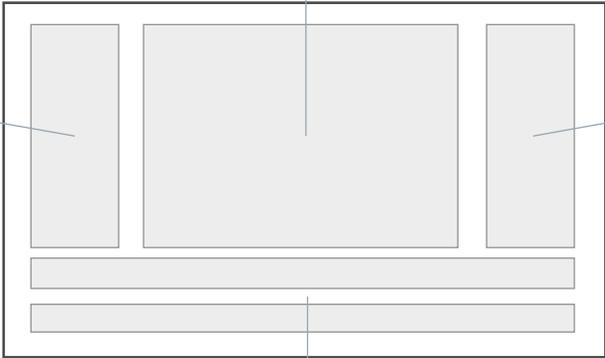
Commercials
Television-quality placements running alongside the daily programming on the main screen



Images
Skyscraper ads available on right and left sides of the screens, as well as full-screen takeovers



Banners
Placements along the lower thirds, or standard web banner formats



Animations
Custom-built rich media to give your message the attention it deserves



LIMÓN VERDE

Tex-Mex Cuisine
at the Galleria in Houston

Day Special ... 25% off with prior purchase of equal or greater value ... Open late today until 11pm ... Cr

Tickers
Real-time calls to action scrolling vertically or horizontally

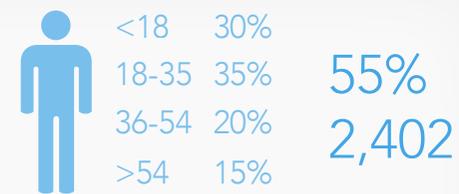
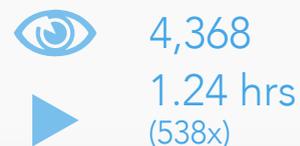
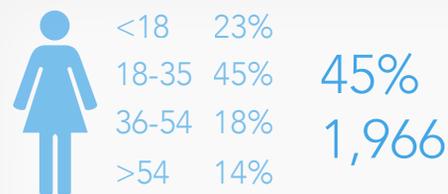
Dynamic facial recognition

Dynamic facial recognition is a technology that automatically identifies the facial features of a person from a camera placed at the top of the screen.

In addition to number of viewers and duration of on-screen attention, the system can identify the following audience characteristics:

- Age
- Gender
- Location of on-screen attention

These features allow clients and brands to refine their strategies and deliver the most engaging message at the right time to capture the widest audience.



Real-time reporting

The system automatically generates real-time reports so you can analyze the impact of programming and ad campaigns from your own branded dashboard.

Each report includes the following:

- Number of impressions per day
- Date and time of each engagement
- Location of each screen
- Rich metadata through dynamic facial recognition



Reports



▼ Generate report

Monthly report

Custom report

▶ Payment info

▶ Edit account

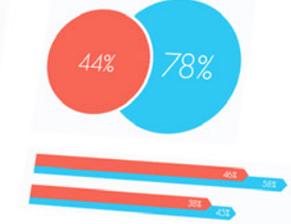
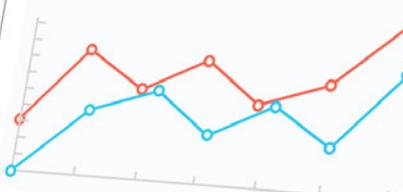
▶ Log out

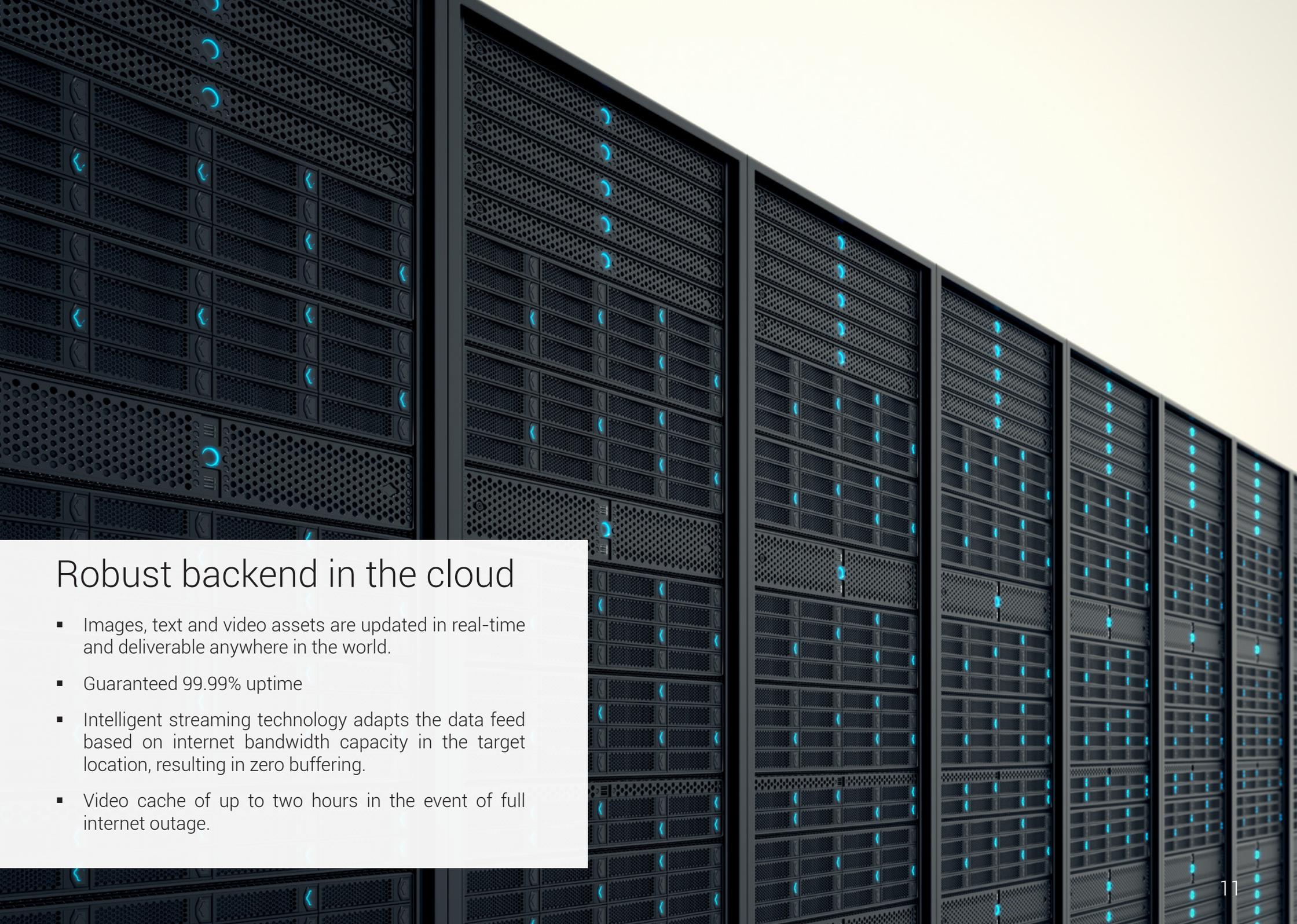
Impressions

List View

Locations

Date	Hour	Package	Station	Content	Count	Duration	Avg size	Hourly rate	Price
202015	18:xx	Kuon Ads	Intel GB0097-106	Kuon 1772x104	22	0:10:57	0.18	20	3.6533
202015	18:xx	Coca Cola Ads	Intel GB0097-106	Coca Cola 200x270	22	0:10:58	0.14	20	3.6505
202015	18:xx	Kuon Ads	Intel GB0097-106	Kuon 200x270	22	0:10:58	0.14	20	3.6503
202015	18:xx	Level Ads	Intel GB0097-106	Level Waterless Full Screen	5	0:01:14	2.09	20	0.415
202015	18:xx	Hendrix Ads	Intel GB0097-106	Hendrix 1772x104	22	0:10:57	0.18	20	3.6538
202015	18:xx	Colgate Ads	Intel GB0097-106	Colgate 30 sec spot	4	0:01:27	0.92	20	0.4866
202015	18:xx	UnileRadio Ads	Intel GB0097-106	UnileRadio 1	5	0:01:14	2.09	20	0.4155
202015	18:xx	Nivea Ads	Intel GB0097-106	Nivea 200x270	22	0:10:57	0.14	20	3.655
202015	18:xx	Coca Cola Ads	Intel GB0097-106	Coca Cola 30sec spot	5	0:05:09	0.92	20	1.7194
202015	18:xx	Colgate Ads	Intel GB0097-106	Colgate 200x270	22	0:10:57	0.14	20	3.655
202015	17:xx	Level Ads	Intel GB0097-106	Level Waterless Full Screen	1	0:00:15	0.92	20	1.4605
202015	17:xx	UnileRadio Ads	Intel GB0097-106	UnileRadio 1	1	0:00:14	2.09	20	0.0833
202015	17:xx	Coca Cola Ads	Intel GB0097-106	Coca Cola 30sec spot	11	0:11:20	0.92	20	0.0827





Robust backend in the cloud

- Images, text and video assets are updated in real-time and deliverable anywhere in the world.
- Guaranteed 99.99% uptime
- Intelligent streaming technology adapts the data feed based on internet bandwidth capacity in the target location, resulting in zero buffering.
- Video cache of up to two hours in the event of full internet outage.

Multiple screen divisions

- The platform supports virtually unlimited possibilities for advertising formats, including multi-screen video walls and interactive displays.
- Customizable actions including full-screen takeovers, calls to action and animated transitions to engage your audience.
- Think big and bold - we can customize assets to fit any number of divisions or expansions.



The sky is the limit

- Let your imagination guide you to transforming your in-store relationship with customers and maximizing ROI with brands.
- It's a new era for Out of Home entertainment. What was cost prohibitive in the past is now becoming the new standard.



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