Interactive Informative Advertising Systems

Digital Signage

INTERACTIVE
iPremier

The Company «Premier» is a new dynamically developing company which develops interactive informative advertising systems Digital Signage, as well in corpore as in different ways (their separate directions) and offers exclusive world technologies to its clients.

Digital Signage Area includes:

• Digital displays and constructions for the demonstration of multimedia informative advertising content;

• The software for the managing of digital displays;

• Design, producing and installation of informative advertising content:
- ✓ Animation
- ✓ Video
- ✓ Graphics
- ✓ Multimedia

We realize different solutions based on touch, static and dynamic systems, using the flash animation:
• *information booths;*
• *displays;*
• *counters.*

We can offer you:
➢**To stand out of stream among the competitors;**
➢**To attract attention to your goods and services;**
➢**To demonstrate that your company is technically advanced.**

INTERACTIVE
iPremier

There are 2 ways in demonstration of informative advertising content:

1.Digital Indoor

2.Digital Outdoor

Digital Indoor is one of the most active developing segments of Russian indoor industry. Digital Indoor is not only the facility combination of several media types (TV, Internet, outdoor), but also it enables to influence pointwise to the target audience, gaining the maximum effect with the realization of advertising campaign.

The research of **TNS Canadian Facts** company says that the responders at the age of 18+:
72% - remembered the advertisement on the digital displays
78% - called the advertisement as attracting attention
71% - interesting
61% - entertaining
63% - informative

Digital Indoor is full-fledged communication channel with the consumers, which developing is one of the most foreground tasks of modern marketing companies
- widespread coverage
- contact with the consumer at the moment of purchasing
- intensity and dynamism of advertising message
- geographical capability marketing to every addressee
- easy and fast exchange of advertising messages

1. **The network of advertising screens**

2. **Touch displays and Information booths (Singletouch and Multitouch)**

3. **Shelf-TV displays (on the shelves and shopping trolleys)**

4. **Interactive shop-windows**

5. **Interactive walls**

6. **Virtual promoter**

7. **Augmented reality**

8. **Interactive perspective (on the floor and wall)**

9. **Fogscreen**

10. **Navigation system**

The network of advertising screens is the market of advertising materials that aren't located in the city cyberspace.

First of all, it is a matter of advertising constructions in the places with high passability and public gathering.

It is the opportunity to appeal to maximal quantity of people, the opportunity of a direct hit to the target audience.

You can acquaint with the opportunities on the web site www.iPremierLC.ru, a lot of video samples are represented there.

INTERACTIVE iPremier

PRODUCT

Information booths, touch displays, touch counters

THE CONTENT

✓**presentation multimedia**
✓**the e-catalog of goods and services**
✓**animation and games for promo-activities**
✓**multimedia applications**

They are divided into two types:

SINGLETOUCH – the function of touch input system, implementing only one tangency point.
Example: payment terminal where it is impossible to push several points at once.

MULTITOUCH – the function of touch input system, simultaneous implementing of position determination of two and more tangency points.
_Example: iPad, where the particular parts of image is approached by extending with the fingers._

Interactive shop-windows combine all the advantages of standard videowalls and ample opportunities for passerby involvement into the direct contact.

Now all your goods can be represented in digital form.
The customer can explore all available information on the touchpads, compare several models and choose the optimal variant by himself.
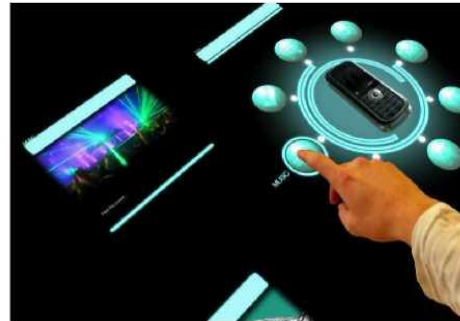
Your touch shop assistant *- is the consultant's prompt!*

Thanks to the MULTITOUCH technology it becomes possible to show the product on all sides – rotating its 3D model, disjointing and demonstrating unique technologies in the manner of animation scenes. Your product will revive in customer's hands.

Using preferences:

✓ *Choose any content for your shop-windows, for example: product catalog, virtual character or videogame;*
✓ *Attract customers' attention: the image can be controlled with the help of gestures;*
✓ *Sell all daylong: place your e-catalog on the shop-window with 3D models of your goods;*
✓ *Change the content on the shop-window depending on the season, daytime or holidays;*
✓ *Representing the services in details with customer's ability to compare goods and services;*
✓ *Centralized management (of all context from the office);*
✓ *The analysis of consumer's wishes, the collecting of information about the amount of product browsing on the server;*
✓ *Saving of printed production: all information is in digital form.*

INTERACTIVE WALLS

Allow to represent the information about your good or service in the bright and fascinating form. The wall creates unforgettable effect – an ordinary screen immediately reacts to every finger touch or hands movements.

THE CONTENT

 presentation multimedia
 the e-catalog of goods and services
 animation and games for promo-activities

 multimedia applications

Places of using:

✓ **Shopping centres for for the plugging clients to the event**
✓**Meeting rooms in the offices for the entertaining and interesting presentation of your product.**

Advantages of using:

✓*Simultaneous contact with several users*
✓*Possibility of big size using*
✓*24-hour work*
✓*High mobility system*
✓*Work with any lights*
✓*Possibility of receiving reports for statistics and analysis*
✓*It is possible to use it as a contact touch controlling and non-contact controlling with the help of Kinect*

You can acquaint with the opportunities on the web site www.iPremierLC.ru, a lot of video samples are represented there.

VIRTUAL PROMOTER

«Virtual (interactive) promoter» - is the solution which allows to be different; the solution that not only raise the brand recognizing and forms the given image, but also provide the real efficiency of advertising investments. As opposed to the real one the «Virtual promoter» can work without interruption during the whole day, it wouldn't forget the promo-text and it shouldn't be controlled.

The construction of «Digital promoter» is represented in the shape of a man on the stand that is cut to the given contour of plexiglass. There is a projection film on the figure's surface and also the film with graphical image.

THE CONTENT

✓**video**

✓**video + animation**

✓**sound**

Augmented reality — a new term that means all possible variants of imaginary object adoption into the real space.
It includes virtual objects addition to the video online, stacking of accessory information to the objects' image and surrounding space and many others that is underlay in the conception of augmented reality.
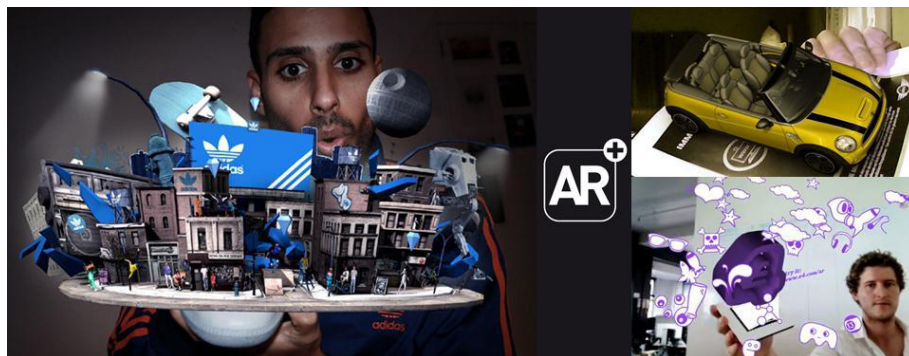
Advantages of using:

✓*Any image can be the marking of augmented reality*
✓*The possibility of different models using that are created in programs for 3D modeling*
✓*The possibility of using up to several tens of «live 3D marking» at the same time*
✓*The cost price of 3D-application replication on the Internet is minimal but the projects can be seen online and offline;*
✓*The installations of augmented reality are easily zoomed (from laptops to videowalls, from mono to stereo formats);*
✓*The markings can interact between each other and 3D objects can obey physical laws of the real world;*
✓*The markings' project can be supplement by the text and audio information and also create multilevel menu there;*
✓*The markings of augment reality give people a chance to work with your product upon the level function;*
✓*The augment reality attracts attention and explains difficult things with simple visual language.*

You can acquaint with the opportunities on the web site www.iPremierLC.ru, a lot of video samples are represented there.
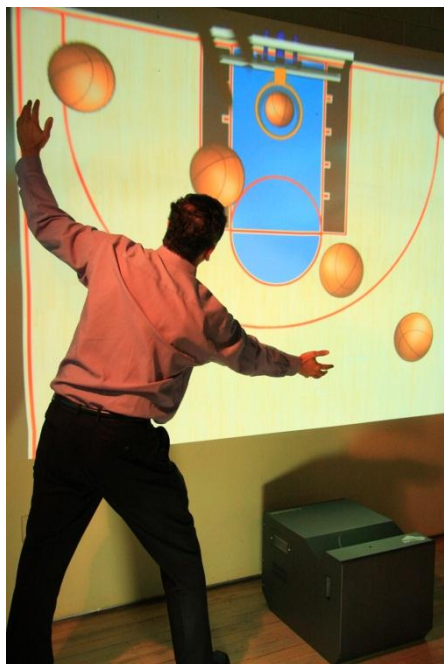
INTERACTIVE PROJECTION (on the floor or wall)

The projection will react to the man's movement and change that will help to attract attention of large quantity people and to advertise your product better.

THE PRODUCT

Interactive projection on the floor, wall, ceiling and other surfaces

THE CONTENT

✓**presentation multimedia**
✓ **the e-catalog of goods and services**
✓ **animation and games for promo-activities**
✓**multimedia applications**

Places of using:

✓ **Shopping centres for for the plugging clients to the event**
✓ **Meeting rooms in the offices for the entertaining and interesting presentation of your product**

Advantages of using:

✓*High quality image.*
✓*Savings on costs for the producing of video.*
✓*Usability.*
✓*Instant effect.*
✓*The possibility of simultaneous contact with several clients*
✓*Twenty-four hour demonstration*
✓*Wide-screen image*

We offer you the ready box version of interactive projection on the floor

You can acquaint with the opportunities on the web site www.iPremierLC.ru, a lot of video samples are represented there.

The fogscreen is the screen for the image projection, magic curtain which you can go through.

The fogscreen images seems to be miraculous like a vision.

Sparkling of water and light fraction makes a flat foggy surface where the image is projected.
The image to the fogscreen projects with the videoprojector, situated 2-2,5 m away behind the screen, the reverse (back) projection is recommended.
The signal source is DVD or laptop.

Any graphical materials are available for the demonstration: photos, presentations or video.

— is the variety of Digital Signage in the points-of-purchase, the advertisement of an exact product on the digitals displays.

THE PRODUCT

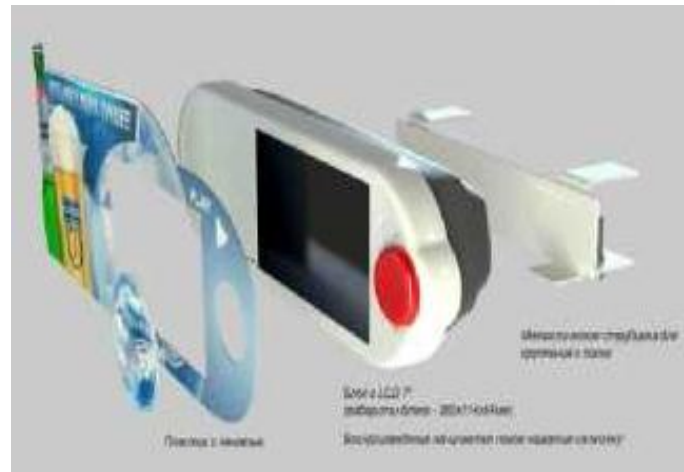Shelf displays give an opportunity to

play the content.

Touch displays give the direct contact

with the customer.

THE CONTENT

presentation multimedia
the e-catalog of goods and services
animation and games for promo-
activities

multimedia applications

Updating of the content can be
provided manually (on the flash-cards),
or per WI-FI or GPRS nets.

Application

Current advertising component is developed for the purpose of increasing the sales impact level within the sales outlets.

You can acquaint with the opportunities on the web site www.iPremierLC.ru, a lot of video samples are represented there.

i *NTERACTIVE*
Premier

is the variety of Digital Signage in the points-of-purchase, the advertisement of an exact product on the digitals displays.

THE PRODUCT

Shelf displays give an opportunity to play the content.

Touch displays give the direct contact with the customer.

THE CONTENT

✓ **presentation multimedia**
✓ **the e-catalog of goods and services**
✓ **animation and games for promo-activities**
✓ **multimedia applications**

Facilities

The display can be a simple advertising stage and interactive assistant to the customer.

It is possible to create the net of advertising screens which would react to the shop-trolley's position and advertise the product exactly in that department.

Navigation system is a convenient solution for the buildings with a big high passerby area (airports,railway stations,shopping centres, business centres and others).

Navigation system implements the following functions:

-Browsing of supplemental information

-Browsing of interactive scheme

-Browsing of passage interactive map

-Browsing the services

-Information about bonus programs and events

-Advertising content translation

-Integration with the website

NAVIGATION SYSTEM INTERFACE:

•Information retrieval by keyword search

•Zoomed map

•Object searching representation on the map

•Showing the way to the objects

•Constant locator

•Easy orientation
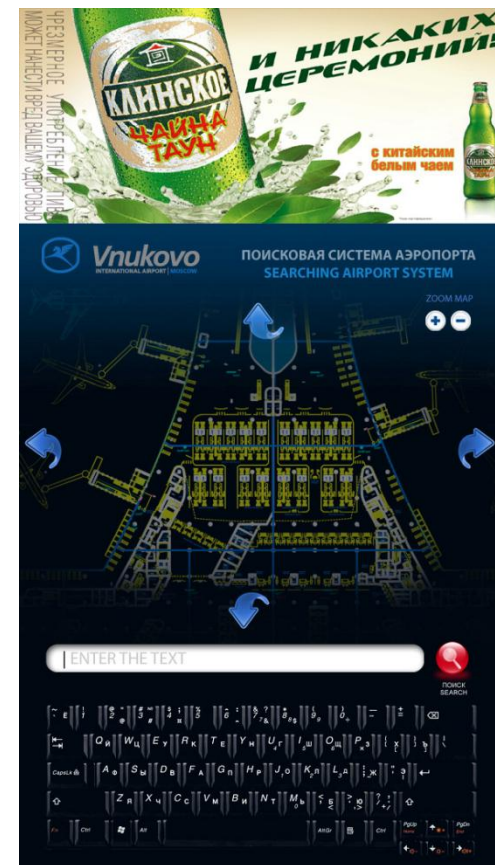
Unlike the inside advertisement the Outdoor-advertisement has a lot of advantages, the striking one is the absence of size limits. It can be extended per kilometres, for example sow the hill with the flowers that will be as an currant text or company logo.

What can Outdoor do for the brand advancement?

• The most economical task solution
• The possibility of targeting
• Flexible planning
• the possibility of conducting the image advertising of a campaigns
• Guaranteed result
• The necessary complex part of integrated communications

Interactive solutions for Digital Outdoor:

1.Projection on the glass

2.Information shop-windows

3.Interactive shop-windows

PROJECTION ON THE GLASS

Are you bored with the static advertisement?
Use the video picture for the advertisement.

Projection on the glass is an interesting solution for the premises with big shop-windows and glass doors.

Advertisement on the automatic doors is a very interesting solution, video projection works till the doors open and after the closing it continue working.
This entry dynamic door will interest the customer.

Advantages of using:

✓Unconditioned sizes and forms of projecting image and content
✓High resolution which allows to exceed resolution of plasma or liquid-crystal screens
✓Translucent projection screen transparents light that allows considerably save on electricity.
✓An easy installation allows to use an existing shop and shop-window glazing
✓The economy is in lower cost of equipment comparing to plasma,liquid-crystal TVs or LED-displays.

You can acquaint with the opportunities on the web site www.iPremierLC.ru, a lot of video samples are represented there.

THE PRODUCT:
- Plasma panel
- Liquid-screen TV set
- LCD monitor
- Glass projection

The main target:
- To attract customers attention
- To give information about the goods or services
- To push up sales

THE CONTENT:
- The e-catalog of goods and services

Places of using:
- Affiliated retailers
- Shopping centres, supermarkets
- restaurants, cafes, cinemas or theatres
- Travel agents, hotels
- Banks, insurance companies
- Airports, terminals,
- Medicine, education, museums

As a result a standart shop-window can turn into the powerful multifunction advertising tool.

INFORMATION SHOP-WINDOWS – it is a type of interactive shop-windows that has the same advantages in using.

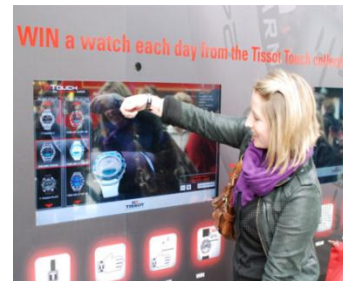*See the interactive shop-windows details in the next slide.*

Interactive shop-windows combine all the advantages of standard video screens and ample opportunities for passerby involvement into the direct contact: from the testing real possibilities of offered goods to pleasant games which increase an emotional contact with the brand.

Using preferences:

✓*Choose any content for your shop-windows, for example: product catalog, virtual character or videogame;*
✓*Attract customers' attention: the image can be controlled with*

the help of gestures;
✓*Sell all daylong: place your e-catalog on the shop-window with 3D models of your goods*
✓*Change the content on the shop-window depending on the*

season, daytime or holidays;
✓*Representing the services in details with customer's ability to compare goods and services;*
✓*Centralized management (of all context from the office);*
✓*The analysis of consumer's wishes, the collecting of*

information about the amount of product browsing on the server;

✓*Saving of printed production: all information is in digital form.*

**Your touch shop assistant will work
24 hours,
7 days a week,
365 days a year!**

You can change the content or make changes in any time any place of the world. The changes in video content can be programmed in advance — for the week, month, year.

Commercial product retail

Advantages of interactive advertisement using:
✓Increasing of customers number at the cost of using new interactive advertising systems
✓Attracting attention to the building with the video advertisement on the facade
✓Extra advertising revenues
✓Easy informing of all customers and clients
✓Centralizing managing of all informative advertising system
✓Turnkey project developing
✓Easy and fast content exchange

Digital commercial retail

Advantages of interactive advertisement using:
✓Increasing of customers number at the cost of using new interactive advertising systems
✓Attracting attention to the building with the video advertisement on the facade
✓Extra advertising revenues
✓Easy informing of all customers and clients
✓Centralizing managing of all informative advertising system
✓Easy and fast content exchange

Transfer points

Advantages of interactive advertisement using
✓Easy information of all customers and clients
✓Extra advertising revenues
✓Turnkey project developing
✓Easy and fast content exchange

Banking industry

Advantages of interactive advertisement using:
✓Attracting attention to the building with the video advertisement on the facade
✓Easy informing of all customers and clients
✓The possibility to mark out among the competitors using the latest technology achievements
✓Centralizing managing of all informative advertising system with turnkey project developing
✓Easy and fast content exchange

Business centres

Advantages of interactive advertisement using:

✓*Centralizing managing of all informative advertising system*

✓*Easy and fast content exchange*

✓*Easy informing of all customers and clients*

✓*Extra advertising revenues*

✓*The possibility to mark out among the competitors using the latest technology achievements*

✓*Attracting attention to the building with the video advertisement on the facade*

Shopping centres

Advantages of interactive advertisement using:

✓*Increasing of customers number at the cost of using new interactive advertising systems*

✓ *Extra advertising revenues*

✓*Attracting attention to the building with the video advertisement on the facade*

✓*Centralizing managing of all informative advertising system*

✓*The possibility to mark out among the competitors using the latest technology achievements*

✓*Easy and fast content exchange*

Exhibition platforms

Advantages of interactive advertisement using

✓*Extra advertising revenues*

✓*Easy informing of all customers and clients*

✓*The possibility to mark out among the competitors using the latest technology achievements*

✓*Create high technology presentation rooms with turnkey project developing*

✓*Easy and fast content exchange*

We offer developing and realization of interactive informative advertising systems which provide following:

1) **Possibility of uniting all types of equipment into the one advertising net with centralized administration**

2)

3)
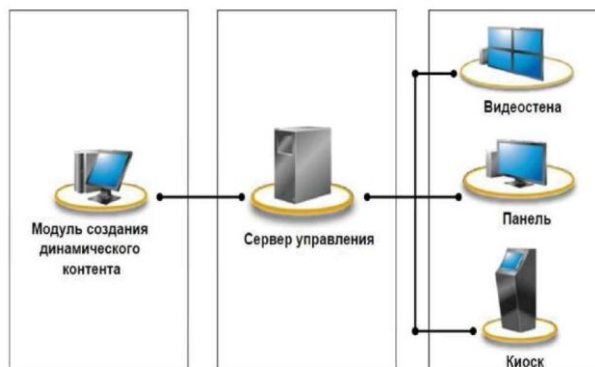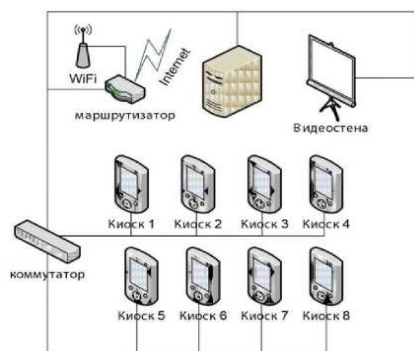
— intuitively transparent WEB-interface
The tracking of each booth, stand or video wall
— on-line managing, *the editor corrects text, designer makes new images in the real-time mode*
— remote excess
— the control of system state

— the collecting of technical reports
— the collecting of played content report
— monitoring of uploaded content

Interactive advertisement advantages relative to other kinds of advertisement:

✓*Low-pressure is one of the main advantages of interactive advertisement : it doesn't pressure the client but establishes the friendly relations;*

✓*Advertisement managing is possible in the real-time mode and doesn't depend on the distance ;*

✓*The biggest number of special effects and flexible installation opportunities, using other advertising companies' materials (TV, Internet, press), presentation creating for several minutes without additional expenditure;*

✓*Interactive advertisement can influence the audience for a long time;*

✓*The best indexes in the consumer contact duration – on the average 5 minutes*

✓*An exact interaction statistics by selected criteria.*

You can add 25% - it is the minimal number of people who watch your advertisement.

Premier Ltd.Co.

Area manager
GAPPOEV ARSENIY

Address: *129085, Moscow, Zvezdniy boulevard., 3A/ 1*
Mobile number: *+7 916 600 13 45*
Skype: *PremierLC*
E-mail: *Gappoev@PremierLC.ru*
Web: *www.iPremierLC.ru*

Open the future of **interactive advertisement** *with us–*
It will help you to feel competitive advantage at the market!

Thank you!