

Digital Media is an exciting new technology that combines the internet, television, computers and high resolution plasma and LCD screens to provide an advanced communication tool encompassing entertainment, information and advertising.

**VenueVision®** is at the forefront of this powerful new medium.

With over 1,500 displays of all forms located in Airports, Professional Sports Facilities, Arenas, Recreation Centres, Business Centres, Retail Stores and Auto Dealerships, businesses in all sectors are discovering how affordable and adaptable this technology is to their company's changing needs.



## Corporate Profile:

VenueVision® systems are used by major businesses to deliver high impact advertising or time-sensitive information to locations anywhere in the world from a central location.

Building on our strategic partnerships with various industry leaders, VenueVision® is able to provide turnkey digital display and content delivery solutions from concept through to completion.

## Highlights of the VenueVision® Network:

- Annual Audience: Approximately 37 million viewers
- Over 1,500 viewing screens
- Over 60 locations
- 160,000+ impressions per day (58 million per year)
- 35 municipalities in Ontario & Alberta
- 2 NHL Venues and 1 MLB Venue
- 20 restaurants in 2 major Canadian Airports
- 1 Regional Shopping Centre
- 3 Business Centres and Corporate Offices
- 7 Auto dealerships



**Venue Vision Media Systems (VVMS)** implements customized networks of Plasmas, LCD's and TVs, as well as computer desktops and telephone handset displays - adaptable to a wide range of business communication applications.

Auto dealers are using the technology in their Service areas, to display the progress of the vehicles being worked on. Their Customer Service Index ratings are showing great improvement, as customers can monitor their vehicle's progress, either on the screens at the dealership or, via the internet, from home or office.

VenueVision® systems are being used by professional sports teams in the NHL and MLB to provide value added content. They are also creating incremental revenue opportunities with these systems, by leveraging existing display infrastructure for digital advertising.

At the Pengrowth Saddledome in Calgary, we have successfully integrated our technology with the score clock data, providing a live feed from the clock, which is then incorporated into our interface on all TVs and displays in that venue. Our latest offering, implemented for the Seattle Mariners, includes the ability to combine an HDTV broadcast signal with our value added content including traffic reports from Seattle Department of Traffic (DOT) and local news.

Several businesses have used VVMS systems at their trade shows and employee conferences. The high-quality screens are a visually superior way to display products and video content can be customized to suit the event or application.

This technology is also being used in the retail environment to deliver relevant content concurrent with product advertising for major national brands.

VenueVision® has brought together engineers and computer technicians, creative designers, and marketing professionals to offer a dynamic and adaptable line of products and services.

VenueVision® works hard to understand each customer's business needs and then designs and develops tailor-made, cost-effective solutions in a timely manner.

As Digital technology evolves, VenueVision® will keep pace, and continue to add to the range of Digital Media applications available to businesses in all sectors.





VenueVisionTV is a network of Plasma and HDTV screens, located in high-traffic locations, including the Pengrowth Saddledome in Calgary, Toronto and Ottawa Airports and Community Arenas and Sportsplexes all over the GTA and in Calgary.

Digital Advertisements may run concurrent with television, news, business, sports headlines, weather, community news, arena scheduling and messaging.

Advertising on this medium is cost-effective, high frequency and visually powerful. The ads can be proofed over the internet from anywhere in the world, changed and uploaded onto the screens within minutes and changed frequently with very little incremental creative costs using the VenueVision® Dynamic Campaign interface.

Staff at each venue can access the TV, while the display remains on air, to update their personalized messaging and scheduling in real time using a secure web portal to input information. Interfacing with the system is very simple as input templates use standard applications such as Microsoft Excel which results in very little training time required.

