



# Narrowcasting with Novra Link

## System overview and Applications



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# Narrowcasting



- Narrowcasting is targeting specific audience with specific contents.
- In-store advertising is moving to the digital format.
- Narrow casting is a more efficient way of sending your message

# Advantages of Narrowcasting



- "Research indicates that up to 75 per cent of buying decisions are made in-store, yet only as little as five per cent of advertising expenditures are made in store," said John Torella, Senior Partner, J. C. Williams Group. "Research also indicates that buyers are five to 10 times more likely to notice and recall dynamic media than static media. This is what makes digital signage truly compelling for businesses."
- "Narrowcasting with digital content has been a mainstay in airports and sports venues. It's only recently that mainstream companies wanting to capture consumer attention have been testing it. The technology's early adopters saw digital signage as a means to draw advertising revenue. Frost & Sullivan Inc., a New York-based market research firm, reports that the digital signage industry in North America attracted \$102.5-million (U.S.) in ad revenue in 2004. That number is expected to reach \$3.7-billion by 2011. " Globe and mail, 02/11/06

# Dynamic Digital Signage (DDS) Markets



- According to recent studies, technology sales to the DDS industry in North America totaled \$972 million in 2003, up from \$810 million in 2002. Revenues are expected to keep rising to more than \$1.9 billion in 2006.
- No matter how you define the market, the potential for DDS is huge. Consider the minimum size of only a few of the outlets for DDS: 800,000 restaurants in the U.S., each with at least one menu board; 400,000 billboards in North America alone, each of which has a message changed on average every 6 months; 40,000 shopping centers; 36,000 pharmacies; 10,000 hotels; 5,000 large trade shows. Other opportunities for DDS include airports, train stations, bus stops, theater lobbies, sports arenas, and the holy grail of DDS, retail stores.
- In 2006 more than 26,000 companies will implement DDS systems, nearly 92,000 sites with at least one networked display, and an installed base of over 387,000 displays.
- These 26,000 companies represent only 1.6 percent of the 1.6 million retail and service companies that have more than one business location that could implement DDS systems. Isuppli/Stanford Resources reported that the worldwide retail signage market was \$501 million in 2003 with a growth projection of 29 percent CAGR to \$2.35 billion in 2009.
- <http://www.architechmag.com/articles/detailArchitech.asp?ArticleID=2930>

# Advantages of Narrowcasting



- Improve brand recognition.
- Create ambiance in waiting rooms, and stores.
- Promote new services and products.
- Promote seasonal offers and products.
- **Tailor** contents to viewers' interest.
- Take advantage of time of the day to provide relevant contents. (e.g. morning schedule, and evening schedule)

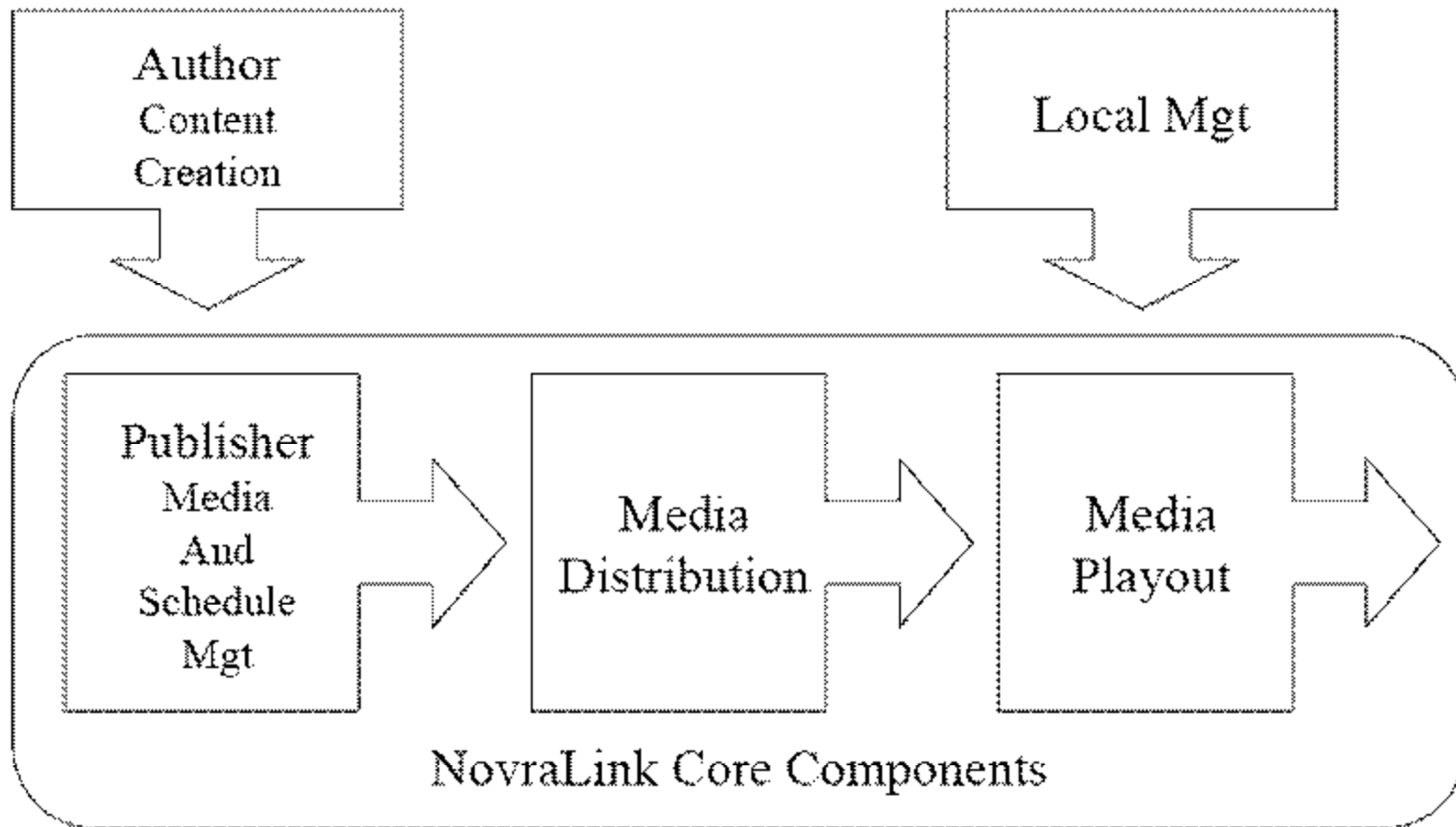
# Applications



- Airport waiting areas
- Banks
- Fast food chains
- Government offices
- Hair Salons
- Hospital and clinic waiting areas
- Retail Stores
  - Clothing
  - Convenience
  - Sports
  - Footware

# Novra Link System Overview

## System components



# Novra Link System Overview Player



- The SSP-100 offers flexible screen layouts that incorporate different media components



☀ Full screen  
Video



☀ Full screen flash



☀ Life TV with 2  
side flash and  
local contents

# System Features



- The system supports playback of multiple formats.
- The system supports multiple zones, each zone plays a separate piece of **content**.
- Live TV can be integrated as one of the zones, therefore attracting more audience attention.

# Why Novralink?



- Novra is one of the pioneers in the digital signage market.
- Experienced team that is familiar with different business verticals (retail, advertisement, banks, entertainment...)
- Excellent price-value proposition.
- Attention to customer needs and support for custom solutions to meet customer requirement.
- Responsive support team.

# Key Benefits



- Adding a narrowcasting system in your premises can:
  - Deliver your message efficiently.
  - Improve your brand recognition.
  - Allows you to capture more customers.
  - Reduce perceived wait time and enhance customer experience.
  - Create ambiance and add visual appeal.
- Using NovraLink system will get you:
  - A mature system.
  - Experienced team that will help you through the deployment.
  - The solution that you want customized to your needs.
  - Excellent Value.



Contact Novra technologies Inc.  
If you need more information or if  
you are considering a trial  
installation  
[info@novra.com](mailto:info@novra.com).