



Novralink for Retail Digital Signage



2007

www.novralink.com



Presentation Outline



- Overview
- NovraLink
- Application
- Benefits
- How?
- Who is Novra?
- Next Steps?



Overview



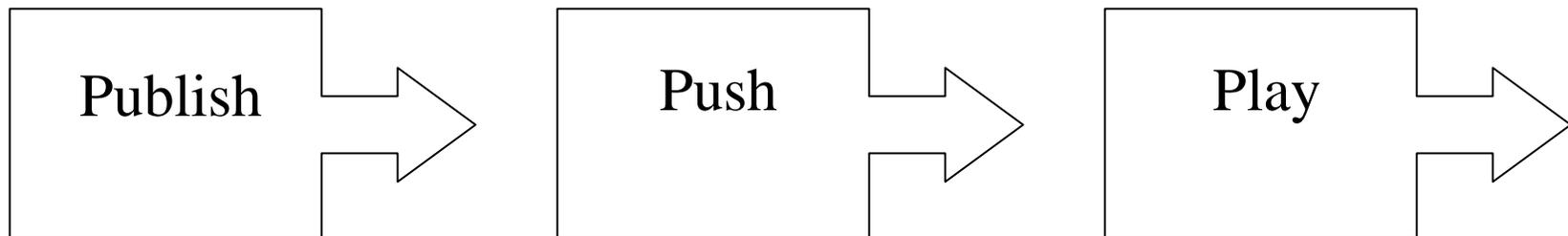
- In-store advertising is not new
- In-Store advertising can generate incremental sales ranging from two per cent to 65 per cent
 - Point of Purchase Advertising International (POPAI)
- "The average recall of a brand advertised on Wal-Mart television is 66%, compared with 24% for brands advertised on in-home television."
("Wal-Mart Adds In-Store TV Sets, Lifts Advertising" Wall Street Journal Sep 22, 2004)
- This is an exciting new emerging industry in digital micro-advertising and it is rapidly growing and finding acceptance across the globe.
<http://www.aka.tv>
- Novra provides **NovraLink** for end-to-end media management, distribution and playout
- Novra partners provide content creation and strategy, project management, in-store installation, and satellite bandwidth



NovraLink



- Novra has developed **NovraLink**, a technology solution designed to distribute rich media to a network of addressable screens
- NovraLink provides three main elements:
 - **Publish** : Media **management** in a central office
 - **Push** : Media **distribution** over satellite or Internet
 - **Play** : Media **playout** in many retail locations



Retail Applications



- Spar
 - Convenience stores in UK
 - 100's locations
- 30 Major UK malls
- ScotiaBank
 - Major Canadian Bank
 - 1000 locations



Application

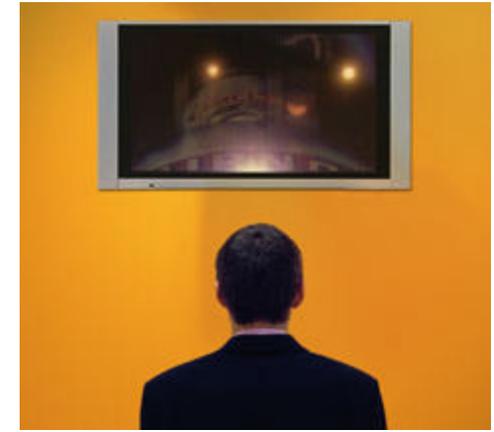


- With NovraLink, advertisers can deliver micro-advertising to targeted demographic groups.
- From a central control office that can be located virtually anywhere, NovraLink serves up:
 - product advertising video clips,
 - time-sensitive promotion information,
 - branded TV, and
 - Training Materials

Benefits



- Influence your customers at Point of Sale
- Highlight your weekly sales promotions
- Advertising messages and video content can be customized to the local demographics
 - making the advertising dollar more effective,
 - resulting in additional purchases,
 - higher value purchases, and
 - an enhanced brand experience for the consumer.
- Content can be delivered very quickly and timely for rapid-reaction promotions



Satellite Benefits



- Cut distribution costs by 100 to 1000 times compared to CDROM distribution or ground-based broadband connections.
- Deliver consistent and controlled content from one central office to all destinations
- Guarantee Quality of Service to ensure reliable delivery of streams and data (no traffic congestion).

How?



- NovraLink takes advantage of satellites to distribute content in the most cost-effective way.
- No other delivery mechanism can compete with the economics of satellite distribution.
- One transmission from a satellite can hit all the displays spread across the continent.
- The larger the network, the more cost effective it is.

Who is Novra



- Canadian technology company based in Winnipeg
- Publicly traded on TSX as NVI
- Two Divisions
 - Novralink Solutions
 - Products
 - DVB receivers (S75, A75)
 - DVB encapsulators (IPE)
 - Reliable File Broadcasting (DisseMedia)

Novra Customers



Novra Customers



Next Steps



- Definition of Project/Partners
- Channel/Store Strategy
- Content Production
- Installation of Displays and Video Distribution Network
- Content Distribution Installation
- Operation
- Evaluation