

## **Advertising with TransLumen's Technology**

TransLumen creates proprietary and patented software, firmware and content for visual advertising display on electronic screen venues such as billboards, hotels room televisions and screens in hotel common areas, transit displays, street furniture, video walls, cinema venues, restaurants and other "out of home" advertising media spaces.

Traditional "out of home" advertising has limitations resulting and including high setup costs, untimely rotations, ineffective/inappropriate advertising placement, and increasingly common, expensive promotional material displayed on rundown or environmentally unsound structures.

Further, many local and regional merchants complain that display advertising is too expensive, while many urban communities are finding the display structures invasive, obtrusive, and unsafe. These concerns have prompted many existing media companies to invite new entrants to take a proactive approach toward improving their respective market potential in "out of home" advertising.

TransLumen's technology creates a value proposition and increased profitability when implemented along side capital asset improvements in the "out of home" ad industry. TransLumen's proprietary technology clearly bridges the gap between traditional print media and video and provides a new way to view images, information and advertising messages. Incorporation of TransLumen's technology produces the opportunity for more advertising impressions over time without "visual noise" and therefore, provides for creation of more advertising revenue.

### **How Does TransLumen's Technology Work?**

TransLumen provides embedded visual controls, which decrease the amount of "visual noise", created during the transition of one image to the next providing for constant movement of an image without disrupting the ad's visual presence. This means each ad transitions through visual messages in what appears to be a static display environment. This image stream retains the integrity of a still image at any given point in time, but is, in fact, a continuously evolving, dynamic image.

### **TransLumen Overall Benefits**

Multiple Impression Persistent Media is the process of displaying a number of unique TransLumenized ad views via the same display face. Multiple Impression Persistent Media delivers a large volume of imagery, continuously and without distraction, enabled through a patented process known as TransLumenization. Multiple Impression Persistent Media offers advertisers increased brand retention and dynamism in brand placement. A network process may be employed in order to mitigate management of the content distribution to multiple screens during standard operation. This distribution from a central hub provides Advertisers the ability to schedule, receive and display brands based on factors i.e. venue, event, time of day, the diversity of consumer etc. The mechanism to distribute also enables storage of advertising content for dynamic distribution and exchange between registered venue operators and ad agencies.



# TransLumen Technologies, LLC

---

## **Current State of “Out of Home” Advertising**

Approximately 90% of the displays are traditional static paper-hang displays, which are rotated on a monthly basis. The de facto standard for pricing includes consideration of a monthly rate, display face size, placement/viewing demographics, and setup fees.

## **The Future of “Out of Home” Advertising with TransLumen as a Vehicle**

“Out of Home” advertising made up of large and small panel displays are being used as multi-media advertising sites, incorporating moving images, graphics and text, interactive displays, coming events, clips from movies, restaurant lists and other information. Networking these displays makes it possible to overcome problems of time and space: adverts or messages are shown instantly over a group of screens or a specific location. Given the ubiquity offered by Internet and satellite channels, venue operators can manage their networks remotely from their control facility via the Internet.

## **Value Proposition for all Parties**

The following advantages can be segmented by each party in the transaction as follows:

### For Venue

- ⊗ Increase the revenue per screen
- ⊗ Add more interesting environments
- ⊗ Create content that targets the relevant consumer audience
- ⊗ Create art images for consumer’s choice
- ⊗ Create spaces for customers to spend more time thereby consuming more venue offerings

### For the Advertiser

- ⊗ Increase consumer attention and brand retention
- ⊗ Provides more brand impressions per consumer instance
- ⊗ Reduces visual noise making ad obtrusively unobtrusive
- ⊗ Enables consumer interaction & stimulated transaction response in out of home advertising
- ⊗ Addresses customer satisfaction and new regulations that pertain to visual displays in outdoor spaces by reducing “visual noise” for better, safer environments

### For the Advertising Agency (if appropriate)

- ⊗ To offer clients new options for conveying advertising messaging
- ⊗ Increase the agency’s revenue potential by becoming an early adopter to new display real estate
- ⊗ Provide the Advertiser reusable content as a baseline approach for additional brands

### For the Screen Provider

- ⊗ To increase demand for electronic screens by showcasing new uses and venues

### For the Distribution service

- ⊗ To provide service and subscription potential for distributed venues along with ancillary services and products.

### TransLumen Technologies

- ⊗ To license our patented technology and advance the electronic screen capabilities

