

Introduction to Tri Media Vision Ltd's Urban Signage Network;

What others say about this new medium;

1. *'Digital Media Services is the alternative media channel that chief marketing officers have long been looking for'* - Michael Wadden, Associate Partner at Accenture

Imagine being able to change your advertising message depending on time or circumstances and update it within minutes to an audience of tens of thousands of people – In the morning you promote one product – in the afternoon another. How about minute by minute? Or depending on the weather? Tri Media Vision allows you to do this using our network of outdoor digital screens.

2. *"The disaster is not far away for television. Metaphorically the wheels have come off."* - Lee Daley, Chairman and chief executive of Saatchi & Saatchi UK.

Television commercials are under increasing pressure from several factors:

- The prevalence of TV shows available on DVD
- The Internet as a competitor for leisure time activity
- Increased use of Personal Video Recorders

These machines allow users to move efficiently through advertisements. Research shows that 92% of viewers skip over commercials¹.

3. Outdoor Digital Advertising:

- Receives 10 times the eye contact of static signage²
- Targets consumers with real time changeable messages
- Results in superior product recall and increase in sales³

Advertisers globally are changing their mix of media to take advantage of this. Using Tri Media's network allows existing creative content to be used (TVC's in MPEG 1 or 2 formats) but with a timely, targeted impact, thus maximizing impact and reducing costs associated with special content creation.

¹ LA Times November 2004

² Strategy Institute

³ Accenture Research



About Us

Tri Media Vision is experienced in installing and operating LED signage with activity in New Zealand, Australia, and India. The Company is in the process of rolling out a national network of digital signage which will allow advertisers to beam real time messages throughout the country at the press of a button.

We currently operate two screens in Wellington – One atop the landmark Embassy Theatre in Wellington, the other adjacent to the train station in central Wellington. Several sites in Auckland and other major centers are currently under development and will be ready for roll out shortly.

Quality of image is essential.

Tri Media uses screens from New Zealand supplier Day One. All parts and service skill is available locally. Panels can be repaired without turning off the screen to ensure there is no interruption to service. Since installation in November our screen at the Embassy Theatre has not had even 1 minute of down time.

Content

Advertisements run for 6.8 seconds each in a loop of up to 10 messages. This ensures each message is repeated 1400 times a day or 42,000 times a month and the content is fresh and eye catching to consumers.

Screens are category exclusive ensuring offerings are not confused with those of competitors. Advertisers retain first right of refusal at the conclusion of term as well as for new screens in the Tri Media Vision national network rollout.

Contact

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