



What have you done lately to

**Captivate**  
your customers?



**CAPTIVE**  
MEDIA



Introducing the world's first  
fully interactive  
fully networked  
digital display

and video gaming system



with hands-free control.

Come again?

"The born-digital generation have **too much going on** in our lives for you to reach us. Consumers like to discover. Things that seek us: bad. Things we discover: good"  
[Josh Spear, Undercurrent]

## **It has never been more difficult to reach young consumers.**

Young consumers today have a new relationship to media. They are out of home 30% more than a decade ago. They watch less TV, read less traditional media, and filter broadcast messages as never before

"we have lost the power **to interrupt**" [Bo Helberg, Ogilvy]

"a powerful measure of **irreverence** is called for. Why? Because it challenges and questions. It forces the creator not to take themselves too seriously"  
John Hegarty, Chairman and Worldwide Creative director of BBH

"The real winners will be those who supply the best content with most **innovative** ways of delivering it."  
James Murdock, Chief Executive, BSkyB

"The shift from old to new media is not going to happen in the next generation... It is happening now and is strong, rapid and large"  
Sir Martin Sorrell, Chief Executive, WPP

DRAFT: NOT FOR DISTRIBUTION

***But here's a thing...***

*The average male spends around 60 seconds each time he pees simply staring at a wall, that's equivalent to two TV adverts*

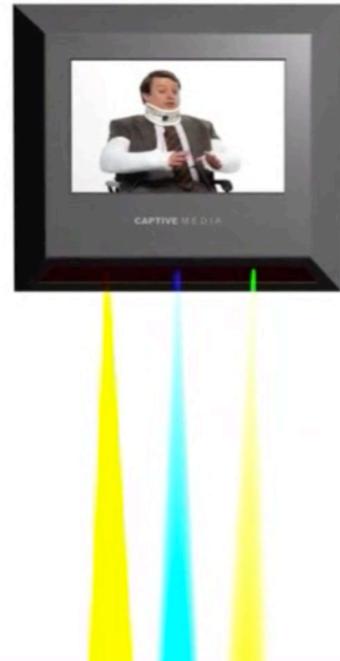
*Over the course of his life, that's 9 solid months Wasted.*

*In that time, a woman can create a baby.*

*Come on guys, **do something!***

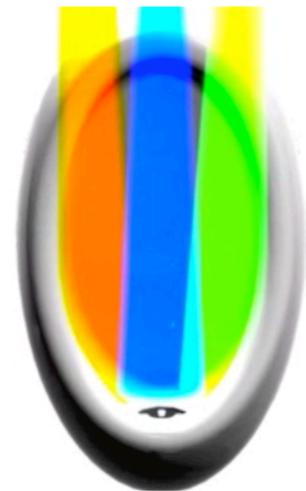


So...



The Captive Media **Captive8** system uses contactless sensors to detect the position of a man's stream as he pees. It puts him in control of an interactive minute of unforgettable media time, while in your washroom.

*Captivated? He will be.*



# Imagine the possibilities...

Games, Quizzes, voting, even capture feedback!



Your own messages and promotions



And paid ads from your suppliers



# Join an exclusive club.

Here are five reasons why

## 1. Differentiate your bar

This is a unique opportunity to own a world first. In our first year, Captive Media will install a strictly limited number of units. No other bar near yours will have one.

The units lift and enhance your washroom. And men love them. In tests, nine out of ten men said they'd stay longer or return to a bar with Captive Media



***"That is awesome... I would come back time and time again to play that"***

See full video user interviews at [www.captive-media.co.uk](http://www.captive-media.co.uk)

## 2. Engage your customers



You control a key ad slot, enabling you to promote forthcoming events or your offers. Do it yourself through a simple web interface.

The system can show almost any media content you want it to: sports news, art house movies, comedy clips. The screens in any one washroom all synchronize when not in use, and all respond, snapping into interactive mode, when they detect the presence of a user.

We can even customise content for you, for example your own branded game. Anything interactive: voting, quizzes even polling your patrons for feedback!

### 3. Build Loyalty

Consumer research shows the remarkable effect Captive Media's Captive8 system has on men's behaviour

- More likely to stay at the bar, ordering another round
  - More likely to return to the bar
  - Nine out of ten tell their friends
- Many will tweet, comment, 'like' on facebook, generating buzz around your venue

...and adding their identities to a wider community in which you can promote your brand



### 4. Boost Sales



And did we mention that because of the exceptional captive nature of its 'dwell time', the Captive8 system is no slouch as means to drive sales for products sold on site?

In fact its vital statistics (left) are best in class for a 'digital out of home' media system. Speak to your suppliers about promoting their brands on your new screens, and watch the EPOS sales data rise

### 5. And a new potential revenue stream

Its not only your suppliers who may be interested to advertise on your new screens. As the network grows, it becomes increasingly attractive to national brands and advertisers. This ad space is more valuable than static posters. Captive Media is committed to building this market and sharing the proceeds with you

# In Operation

## Games and Interactive Content

- ▶ Captive Media manage the content on your screens, so you don't have to. All units are fully networked and download fresh content automatically overnight. (This means they don't hog bandwidth during the day while you need it)



- ▶ We'll supply you with a starter pack of games comprising one 'course game', eg skiing or scooting as shown above, and one quiz game. We will change games regularly as part of our development process

## Arrangements for Advertising

- ▶ The minute or so a chap spends at the urinal, plus the further minute in the washroom either side of this, affords several opportunities for advertising.
  - ▶ A carousel of 30 second TV-style 'commercials' which play on a loop while the urinal is not in use, and will be seen as chaps come and go in the washroom
  - ▶ Sponsorship interwoven with the interactive minute, for example branding inserted into a game
  - ▶ Poster-style stills displayed immediately after the game during 'zip up' and also during the carousel loop
- ▶ You'll have access to a key ad slot for your own use. Here's how it works

## Post your own promotions. Real time

- ▶ You'll be able to upload and amend your own messages in real time using a web interface we'll take you through. Graphically challenged? No problem. There are plenty of attractive templates to choose from (See right) Need to get a message out quick? Sold out of the special? No problem. Update at your own PC and our screens pull down the new material within minutes



## Generate new revenue from ad sales

- ▶ Talk to your suppliers. Heineken, Bacardi, Moët, Absolut; brands are often keen to exploit innovative promotion opportunities on-site – to boost their own sales. We can support those discussions and get their content to the screens
- ▶ Third Party advertising. Other brands: eg Gillette, Warner Brothers are also potential advertisers. Our goal is to sell this way too. This kind of advertising generates a higher price point than the static panels. Captive Media is committed to building this into our major revenue stream over time as the network grows. For the development period, we'll share profit on this 50:50 with you. You can also veto any brands you object to
- ▶ No guarantees, but our expectation is that these revenues should more than offset the cost of ownership of the system. That's why we're in business!



# Membership Options

<b>Limited Trial</b>	
£500 + VAT	<ul style="list-style-type: none"> <li>▶ 6 week trial period</li> <li>▶ At end of trial, move to one of the options below, or return the units with no obligation</li> </ul>
<b>Lease / Purchase</b>	
<p>£ 15 pw per unit £ 2500 per unit</p>	<ul style="list-style-type: none"> <li>▶ For a weekly fee per unit, gain early access the system. And become a Captive Media Development partner</li> <li>▶ We commit to work with you to boost your bar's business – and get the best out of this new technology. You get our support in setting up and using the system, developing and adding content.</li> <li>▶ Plus – because you're joining a growing network of development partners nationwide, you gain access to best practice developed across all of them.</li> <li>▶ Automatic upgrade to latest game title / upgrades</li> <li>▶ Perpetual licence for Digital Signage software</li> <li>▶ Rights to 25% of available advertising loop</li> <li>▶ We expect third party ad revenue to be significant within two years. No guarantees, but we expect that this will more than offset your weekly membership fee</li> </ul>
<b>Rental</b>	
£55 pw per unit	<ul style="list-style-type: none"> <li>▶ All the above – but in a limited duration, 6 month rental contract</li> <li>▶ After 6 months, purchase outright, or return units at one months notice</li> </ul>

# Installation

- ▶ Installation is easy. As easy as mounting a flat panel TV in your home. Captive Media can conduct a free site survey, and can install, or supervise installation by your own contractors
- ▶ Our units are made in the UK to military grade levels of ruggedisation, and humidity resistance.
- ▶ They require connection only to low voltage DC power, and an ethernet hub
- ▶ Each unit is green, consuming less power than a light bulb, and powering down automatically overnight

## Technical data

Unit Dimensions	• 297 x 288m
Weight	• Approx 2.5 kg
Power	<ul style="list-style-type: none"> <li>• 240VAC 35W supply, 12v DC supplied to unit</li> <li>• Power consumption 30-50W. Units auto power down overnight</li> </ul>
Data Connectivity	<ul style="list-style-type: none"> <li>• Networked via Cat 5 cable connection to local Ethernet hub</li> <li>• Bandwidth requirements minimal: score upload, periodic overnight updating of media files</li> </ul>
Safety	• EMC certified and CE marked
Humidity Resistance	• IP 65
Ruggedisation	<ul style="list-style-type: none"> <li>• Toughened Glass fascia and white plastic epoxy case work</li> <li>• Designed in Cambridge. Engineered and Manufactured in the UK</li> </ul>

