

# Mall Interactive Directory and Screen Network Advertising Solutions by Velogin

Velogin has developed an interactive directory and screen signage system that allows the public to interact with the information system through touch screen and voice recognition.

Velogin is essentially a digital advertising delivery company.

VELOGIN Interactive Directories and Screens are generations ahead of currently available electronic advertising kiosks. Because they will be integrated with building directories, they will insure continual viewing by building users. And unlike current kiosks and video screen advertising, they will be internet based, and interactive with the public through touch screen and voice recognition software. Advertisers will be able to promote their products and services through this new and dynamic medium. The large 42" and 50" screens will have camera integration to enhance marketing metrics.

## MALL ADVERTISING SOLUTIONS



**Malls have over 1 Million shoppers per month.**

**Average mall shopper visit is 87 minutes.**

**Consumers are three times likely to view motion signage.**

### BENEFITS

- Enhance the Consumer Experience
- Advertisers want to be associated with this cutting edge technology
- Engages Consumer into interaction

### FEATURES

- State of the art Voice and Touch Screen Technology
- Artificial Intelligence software module
- 3D Directory and Streaming Ads



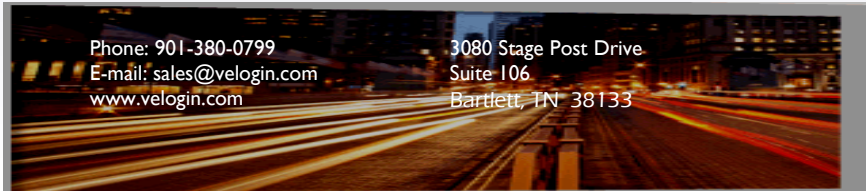
*56 % of Mall visitors are more likely to shop at malls with interactive screen technology.*

## IMALL NTERACTIVE DIRECTORY AND SCREEN NETWORK



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Advertisers and agencies are buzzing about the Velogin interactive and intelligent screen movement to go to point of sale to speak directly to consumers.

CUSTOM DESIGNS



WHY ADVERTISE IN MALLS



Interactive Screens are placed in high traffic common areas and entrances. Message length typically provided is 15 and 30 seconds looped every 15 minutes. Information on savings and mall events attracts shoppers and adds value to the consumer shopping experience. Average American spends more time in the mall than anywhere else.

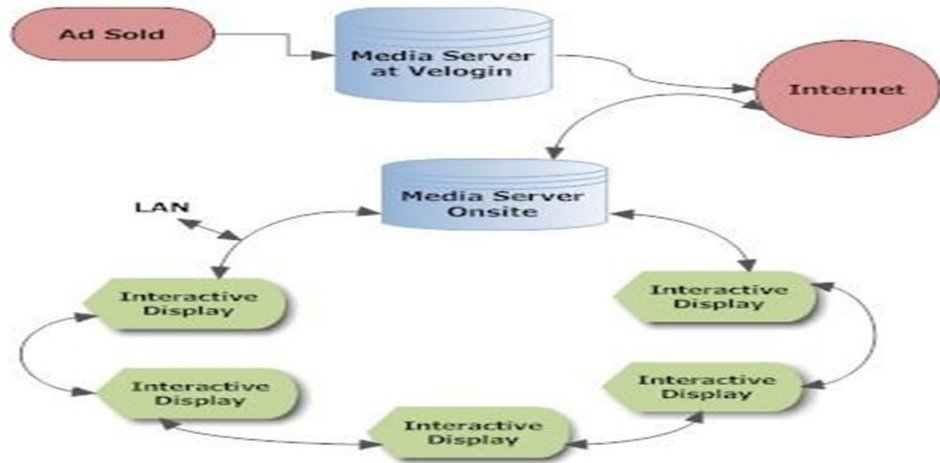
*Velogin will utilize advancing and maturing technology to provide a quick, content-secure method of conversational voice response.*

## Who can I reach by advertising in Shopping Malls...the details

	FEMALE						MALE						TOTAL
	Teen 13-17	18-24	25-34	35-44	45-55	55+	Teen 13-17	18-24	25-34	35-44	45-55	55+	
Percent of U.S. Population 13+ that falls into each demographic group	4.82%	6.39%	9.47%	10.66%	8.93%	14.00%	4.66%	6.16%	9.13%	10.29%	8.62%	6.88%	100.00%
Percent of each demographic group that visits an enclosed mall at least once per month	80%	70%	62%	56%	46%	52%	73%	70%	56%	57%	54%	59%	
Percent of U.S. Population 13+ that visits an enclosed mall at least once per month, from each demographic group	3.86%	4.47%	5.87%	5.97%	4.11%	7.28%	3.40%	4.31%	5.11%	5.87%	4.65%	4.06%	58.96%
Number of people from each demographic group per 1 million population 13+ that visit an enclosed mall at least once per month	38,554	44,735	58,704	59,696	41,084	72,797	34,034	43,085	51,116	58,672	46,532	40,564	589,574
Visits per month (average) for individuals in each demographic group	3.30	3.43	2.95	2.30	2.41	2.57	3.08	3.27	2.63	2.69	2.56	2.98	
Total visits per month for each demographic group, per 1 million population	127,229	153,443	173,175	137,301	99,013	187,089	104,823	140,889	134,434	157,828	119,122	120,882	1,655,230
Each demographic group's share of total monthly visits	7.7%	9.3%	10.5%	8.3%	6.0%	11.3%	6.3%	8.5%	8.1%	9.5%	7.2%	7.3%	100.00%
Each demographic group's share of total monthly mall visits, indexed to each group's share of 13+ population	159	145	110	78	67	81	136	138	89	93	84	106	
	53% Female 13+						47% Male 13+						

Source: Insight Express, 3000 US representative sample

## Advertising Implementation Network



WWW.VELOGIN.COM

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BARTLETT, TENNESSEE

