

**nomadix**<sup>TM</sup>  
engaging | mobile | experience

Nomadix Screenwalkers; interactive, *mobile* experiences



[www.nomadixmedia.co.uk](http://www.nomadixmedia.co.uk)

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flat, lifeless advertising is a thing of the past...

## THE REVOLUTION

**Engage with today's media savvy audiences using these key techniques:**

- Move outside of traditional, saturated advertising environments and **SURPRISE** and *stimulate* your consumers minds with innovative methods and creatives.
- *Engage with your audience*, heightening response and give a call to action through **scripted promotional staff** loaded with marketing collateral.
- **Target** and *MOVE* with your audience – **take the message to them!**
- **Invest** in new technology for a **fully interactive experience** and maximise on engagement and sales!

## THE CURRENT MARKET: FIXED v MOBILE MEDIA...

***Mobile advertising resulted in an increase of sales of 107% versus a 54% increase for static advertising.\****

***96% said mobile advertising is more effective than traditional outdoor advertising.\*\****

***Mobile advertising boosts name recognition 15 times greater than any other form of advertising.\*\*\****

introducing...

# NOMADIX MOBILE OVERHEAD SCREENWALKERS



## NOMADIX MOBILE OVERHEAD SCREENWALKERS

**The most sophisticated wearable screen solution available, combining an advanced overhead screen elevated from a lightweight and secure exoskeleton frame.**

### **BENEFITS**

- Roaming capability brings traditional advertising to life and takes the message directly to the consumer;
- Cutting-edge design achieves immediate cut through in busy environments;
- High message retention due to innovative delivery;
- Stereo sound capability provides additional stand out;
- Uniformed, branded and scripted brand ambassadors allow for full consumer interaction and provide added value for advertisers

### **Nomadix Screenwalkers can be used for:**

- Marketing campaigns.
- Product launches.
- Events and festivals.
- Trade Shows.
- High Street/Shopping Centre Promotions.
- Product demonstrations.
- Data-capture.

## NOMADIX MOBILE OVERHEAD SCREENWALKERS

**We have invested time and expertise into the development of NomadiX Screenwalkers and our patented design is exclusive to NomadiX.**

**NomadiX Screenwalkers Generation 3, launched in autumn 2011, is our most advanced version to date and features include:**

- An overhead 17.5" sunlight readable L.E.D screen;
- Supported by a patent protected anti-tip exoskeleton frame, designed to reduce weight and improve comfort to the wearer;
- Digital media player with integrated hi-fi sound;
- Carbon fibre, lightweight alloys and military grade hardware ensure a combined weight of less than 10kgs;
- The latest battery technology providing at least 5 hours performance from one battery;
- iPad and PC compatible, online enabled, Bluetooth capability and Wii console equipped, with EPOS extension hardware and data-capture a simple plug in away.

## CLIENTS ACROSS 16 COUNTRIES



*"This amounts to two exciting firsts for the Levi's brand: our first global marketing campaign that was launched in Europe via our first ever online premiere.*

*We made some impactful big brand noise across Europe whilst giving consumers the opportunity to view our latest set of seminal films engaging a whole new generation of jean's wearers"*

Mike Joubert, VP Marketing EMEA, Levi Strauss

you many also be interested in...

## NOMADIX PROJECTORS

Reach beyond the traditional advertising landscape and illuminate your brand with our powerful portable projection systems! For incredibly powerful small or giant video projections in targeted locations both indoors and outdoors...



## CONTACT

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