

nomadixTM
engaging | mobile | experience

<<JOIN THE OUTDOOR MEDIA REVOLUTION>>



www.nomadixmedia.co.uk

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THE REVOLUTION

Innovation has become more important than ever in communication. Bridging digital and live experience is the future, engaging people in interesting and accountable ways is key.

With over 8 years experience and international campaigns across 16 countries, NomadiX is the worlds leading and most technologically advanced supplier of interactive roaming media systems.

High cut-through in crowded environments, the opportunity to engage with people directly on the move and in any environment, including areas outside the traditional media landscape, means engaging people is what we do best.

Please visit KommandoTV to see some of our most recent work at <http://www.kommando.co.uk/video/levis>



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GLOBAL BRANDS 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

REVOLUTION TO EVOLUTION

- 2002** Pixman wearable media introduced to the UK causing a stir, or what some might call an outdoor media revolution.
- 2005** Our over-head screens and hand-held projectors are named "Nomadic Media" as our advanced media platform offers roaming, fully targeted interaction between people and brands.
- 2010** Nomadic Media is re-launched as NomadiX. NomadiX are now the worldwide key influencers and the dominant force in nomadic media systems, the first choice for brands and agencies internationally. Environmentally friendly with low emissions, NomadiX are committed to providing forward thinking solutions.



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NOMADIX SCREEN WALKERS

NomadiX over-head screens are the most sophisticated wearable screen solution available, combining an advanced overhead screen elevated from a lightweight and secure exoskeleton frame.

Safety and comfort are paramount with Nomadix. The anti-glare and shower proof LED overhead screen is elevated from a patent protected wearable exoskeleton or 'Bodyfix' frame. The frame has been specifically designed and engineered to avoid the dangers of the screen tipping over when leaning or bending to communicate with people, or wobbling when walking. You could even jog with NomadiX!

Equipped with integrated stereo sound systems, the overhead screen is worn by trained brand ambassadors that maximise human interaction and facilitate the delivery of information and film based content.

See next page for more information.



NOMADIX SCREEN WALKERS

FEATURES

- Anti-glare and fully sunlight readable 17.5" L.E.D Screens.
- Patent protected 'BODYFIX' anti-tip secure exoskeleton frame.
- Digital media player with integrated stereo sound systems.
- I-pad and PC tablet compatible.
- Mobile Internet.
- Wii Gaming.
- EPOS systems with voucher printing.
- Data Capture.
- Integrated Bluetooth capability.
- Military grade components for reliability.
- ISO Certified.

BENEFITS

- Brings traditional advertising to life with an engaging, interactive, innovative and tangible marketing solution.
- Immediate cut through in busy environments.
- Quantifiable, measurable, real-time data and results.
- Offers direct interaction with consumers.
- High message retention due to innovative delivery.
- Hand-picked brand ambassadors who can be uniformed, branded and scripted.
- Full branding available on units for increased awareness and recall.

APPLICATIONS

- Brand experience for events and festivals.
- Trade shows – providing unrivalled reach to a stand / kiosk.
- High street / shopping centre activations – driving footfall to store.
- Product demonstrations – computer games, software, mobile handsets, web-sites, movies and music.
- Call to action for Bluetooth delivery.
- Information and entertaining guests at special events.
- Conducting surveys / market research.
- Internal corporate communications.
- Seeding social and digital media.

NOMADIX MOBILE PROJECTORS

NomadiX hand-held AV projectors are fully portable multimedia projection systems. Worn and carried on a trained brand ambassador, they allow for incredibly powerful small or giant video projections in targeted locations both indoors and outdoors.

Nomadix projectors provide stand-out and immediate engagement, capturing attention in areas unchartered by traditional media in hard to reach consumer environments.

The ultimate media system that promotes stand-out and consumer impressions using digital media content.

See next page for more information.



NOMADIX MOBILE PROJECTORS

FEATURES

- Spectacular quality of picture operating up to 6,900 anti-lumens power.
- Specially trained brand ambassadors and technical supervision on all jobs providing additional human interaction.
- Roaming media solution offering flexibility and guaranteed footfall figures, unlike large scale fixed projections.
- Integrated Stereo Sound system and Bluetooth Capability.
- Can be used indoors and outdoors for small or giant projections.

BENEFITS

- Long life battery power.
- Easier to mobilise and position than vehicular mobile projections.
- Low cost per impression.
- Highly targeted.
- Quantifiable, measurable data and results.
- Immediate cut-through.
- Good visibility from a distance.

APPLICATIONS

- Guerrilla advertising.
- Product launches.
- Events.
- Music video launches.
- Club nights.
- Computer game trailers.
- Teaser campaigns.
- Bar and venue targeted promotions.

ACCOUNTABILITY AND ROI

Our activities offer fully quantifiable and measurable results and provide bespoke reporting to the client's requirement. All campaigns are supported by a detailed report which includes:

- Number of impressions gained.
- Number of interactions received/samples distributed (if applicable).
- Consumer data & profile breakdown.
- Campaign tracking and time line for locations covered.
- Campaign photographs/video (if applicable).
- Real time data (if applicable).
- Mobile content – handset data for reached and accepted transfer (if applicable).
- Pushed Bluetooth content – number / type of handset received, location and retention.
- Full campaign statistics (if applicable).



FAQ

- **Can I play video with NomadiX?**

Any standard DVD Video can be played through NOMADIX.

- **Is NomadiX Bluetooth enabled?**

NomadiX has integrated Bluetooth units, pushing content to the end users handset. Bluetooth is non-evasive / opt-in and has no charge to the consumer.

- **Is it possible to access the internet with NomadiX?**

Full PC use is possible with NomadiX. NomadiX features a full QWERTY keyboard and wireless gyroscopic mouse.

Web based content can be accessed using 3G.

NomadiX is also i-Pad and tablet compatible for enhanced web-surfing.

- **Can I play games on NomadiX?**

Whether PC or Nintendo Wii, NOMADIX permits gaming in any environment.

- **Is there the option to carry out data-capture?**

NomadiX offers a full data-capture service with tailored solutions via PDA.

- **Does NomadiX provide the ability to carry out sales?**

NomadiX is fully EPOS enabled, permitting you to carry out full and secure transactions in the field.

- **Can I distribute offers through NomadiX?**

NomadiX can deliver redeemable barcodes to the end user.

- **Can I use NomadiX to showcase mobile phone applications?**

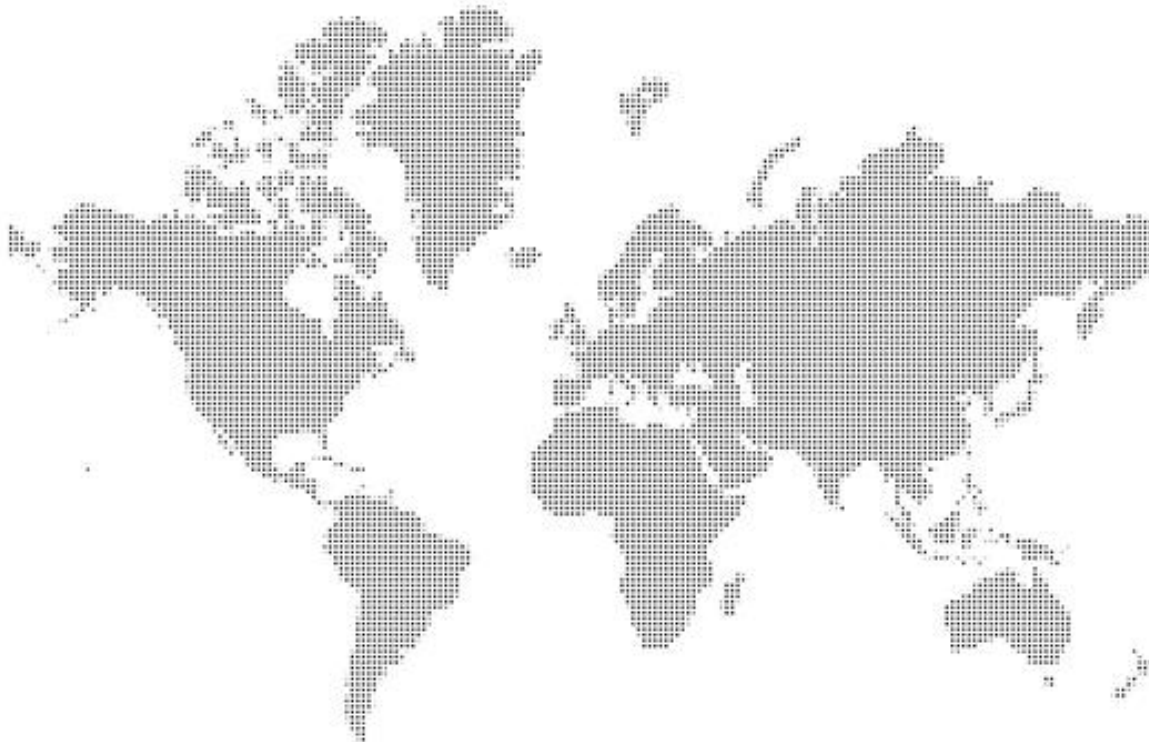
NomadiX can be used as an extension on the handset screen to show mobile applications.

- **It is possible to send branded content to mobile phones?**

Yes; using MobKom, our unique WAP / Java applications package, branded content can be placed directly onto the end users mobile phone.

NomadiX territory licenses are currently available, contact us for further details.

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