



Wallflower Customer Sites

WALLFLOWERGLOBAL
Dynamic Digital Signage



Auckland Airport – Customer disrupt displays



Number of Displays	5 in each Terminal
Characteristics	Connected to a central Scheduler via VPN
Primary Function	Deliver informational and customer advisory information to airport visitors
Future Expansion	It is expected that the network will continue to expand internationally.
Operation	Central Scheduling managed by Air New Zealand at each airport and from Head Office
Competition	None
Comments	46 inch LCD displays are located at Bag Drop conveyor points.



Supermarket TV Pak N Save, Auckland



Characteristics	Connected to a central Scheduler via a private network using ADSL 2 technology via the local Telecom network.
Primary Function	Deliver informational and promotional media to Shoppers in Supermarkets
Future Expansion	It is expected that the network will continue to expand nationally. The operators are also committed
Operation	Central Scheduling managed over Internet by Graphic Design house.
Competition	None
Comments	Small LCD displays are deployed at checkouts with larger format displays in targetted sections such as Delicatessen, Bakery etc. All displays are individually scheduled if required. Directional speakers are installed above displays to focus sound only to the immediate target viewing area.
Similar Installations	Health TV



BNZ Bank Branch Teller Displays



Characteristics	Connected via the Internet and updated via ftp server
Primary Function	Deliver customer information both as above teller displays and also via touchscreen
Future Expansion	It is expected that the network will continue to expand nationally.
Operation	Central Scheduling managed over Internet by Graphic Design house.
Competition	None
Comments	As displays show critical information such as interest rates it was essential that the system was very robust and secure.



BNZ Bank Branch Touch Screen



National Bank Centre Directory Board



Vero Insurance – Directory Board



Hair Dressing Chain



Local Authority Informational Displays



Auckland University of Technology Student Info



Number of Displays	20
Characteristics	Connected via . Central Scheduling server and media library in remote locations. 42 inch Panasonic
Primary Function	Student information Orientation information
Future Expansion	Unknown at present.
Operation	Web site management team schedule using .
Competition	Main competition was from Scala and a locally developed product. Bought primarily on recommendations from Vodafone
Comments	
Similar Installations	Auckland University, Charles Darwin University, University of Tasmania, NSW School of the Future, Seita, University of South Queensland



Barristers Chambers Reception Display



Kordia Digital Audio information Displays



Media 1 Beam on Building Projection Advertising Display



Vodafone office, Auckland



Number of Displays	40
Characteristics	Connected via and VPN. Central Scheduling server and media library in remote locations. 2 3X3 Video Walls 1 1X4 Video Strip 1 2X2 Video Wall Various displays from 17 to 50 inch
Primary Function	Corporate Information Sales Demonstration Assistance Brand Reinforcement Entertainment
Future Expansion	Vodafone are committed to installing Wallflower in all NZ retail outlets progressively during 2007-2008
Operation	Scheduling is primarily operated remotely by marketing staff using notebooks from remote locations via VPN.
Competition	There were three primary competitors: Fred from 3M, Scala and C-Nario. Both Scala and Fred were discounted due to the complexity of the interface and the heavy training and support requirement. C-Nario installed a trial system within Vodafone Head Office and brought over technicians from to install, support and train. C-Nario failed to achieve the sale due to complexity of use, lack of functionality and robustness.
Similar Installations	Kordia NZ



Vodafone HQ Auckland Video Walls



Vodafone WOW space branding



Vodafone WOW space branding



Vodafone HQ Auckland Information Displays



Vodafone WOW Space Video Wall



Vodafone WOW Space Video Strip



Vodafone 'Cellphone' Kiosks



Health TV New Zealand



Wallflower Global have completed installing Wallflower Dynamic Digital Signage software for Health TV www.htv.co.nz the largest Internet Protocol TV (IPTV) channel in New Zealand. This is also NZs largest Dynamic Digital Signage network.

Wallflower was selected as the most cost-effective solution incorporating features that provide unique management and monitoring of displays. The Wallflower deployment includes the Symantec Altiris network management package that ensures accurate and efficient delivery of media and schedules to displays.

In the future the Health TV displays will use the Wallflower Alive ! Facial Recognition module to provide audience measurement analysis.



Health TV New Zealand



Number of Displays	300+
Characteristics	Connected to a central Scheduler via a private network using ADSL 2 technology via the local Telecom network.
Primary Function	Deliver informational and promotional media to Medical Centres such as Hospitals, clinics etc.
Future Expansion	It is expected that the network will continue to expand nationally. The operators are also committed to aggressive overseas expansion.
Operation	Central Scheduling managed over Internet by Graphic Design house. Each individual display can be individually scheduled to include targetted media and promotions relevant to that location.
Competition	The network was originally deployed using Scala. All Scala players were reconfigured to run Wallflower and new installations deployed using Wallflower.
Comments	The Health TV Channel is a socially responsible television network dedicated to promoting life and health. With high quality programming, regular news updates and local information, the Health TV Channel aims to inform and entertain, helping viewers help themselves by providing the latest health advice, entertainment and useful tips in an accessible and friendly manner.
Similar Installations	Supermarket TV



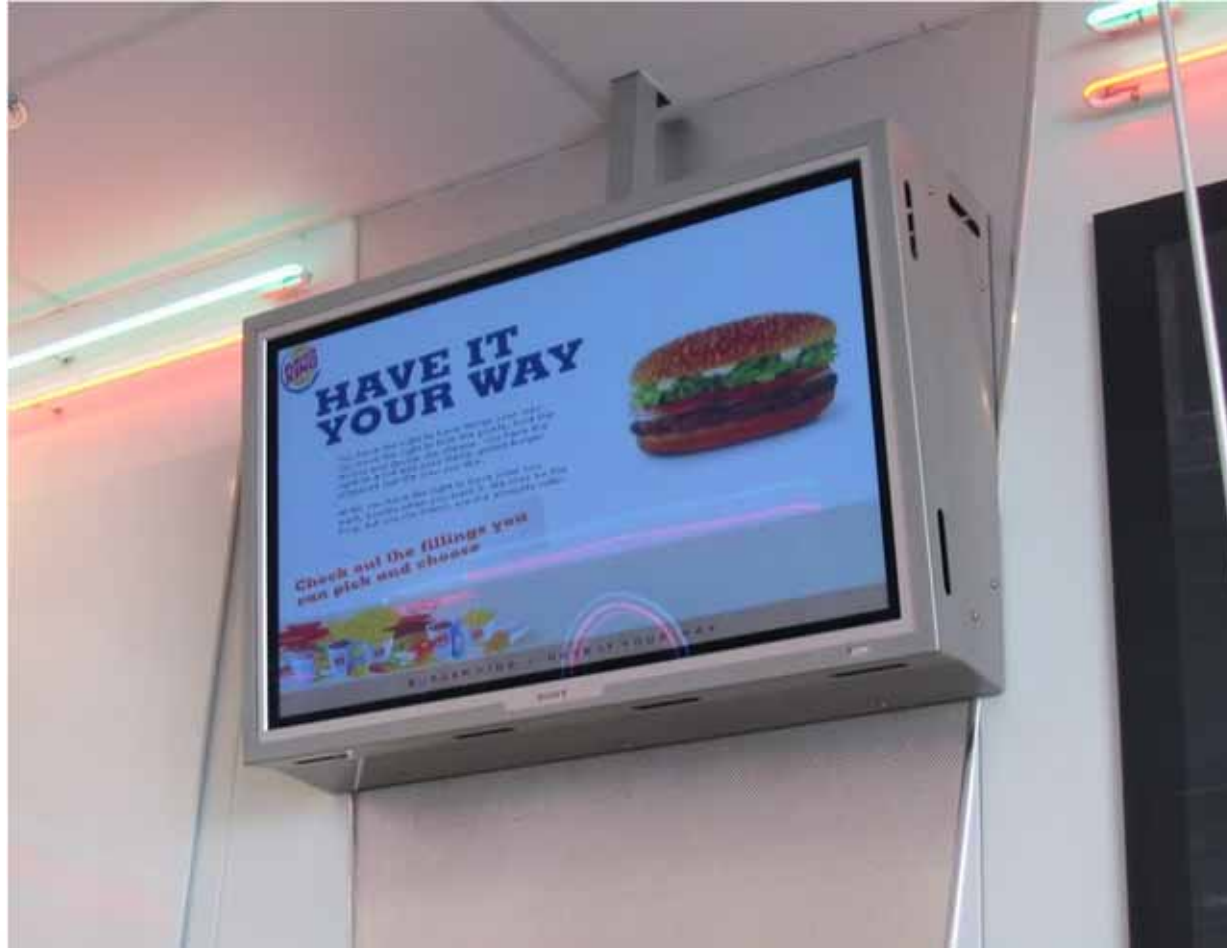
Music Video Advert Combo

- ▶ Burger King
- ▶ New World Supermarkets
- ▶ Strike Bowling Bar

Number of Displays	50+
Characteristics	Connected using Internet. Back to back 42 inch displays. Installed with Cloud UDAS Digital Jukeboxes. Jukeboxes provide music video content synchronised so that all displays play same video and sound with differing promotional material and screen layouts.
Primary Function	Advertising and promotional Information
Future Expansion	All supermarkets throughout NZ will install Wallflower during 2007 and 2008. Burger King will continue to install progressively throughout NZ in 2007 and 2008.
Operation	Central Scheduling managed over Internet by Reseller.
Competition	Only competition was Navori and Scala sold as managed service by local supplier. Wallflower chosen as the only product integrated with video jukebox. This requirement was essential to purchase decision.
Comments	The Cloud/Wallflower combination provides a unique solution. Playing music videos is a technique used to attract visitors to screens. Adding promotional media allows the message to be delivered to an attentive audience. The combination is in use by Burger King in NZ and will be progressively installed in all outlets during 2007 and 2008. The successful Hell Pizza chain also use the combo for menu boards.
Similar Installations	Duffy & Finns, Pharmacy Direct, The , Proudmouth Dentistry, Beam, Resene Paints, L'Oreal, Placemakers



Burger King Music Video Advert Combo



New World Music Video Advert Combo



Strike Bowling Music Video Advert Combo



Auckland Zoo entrance Plasma Display



Australian Telstra Lab Entry Portrait Displays



Number of Displays	100+
Characteristics	Connected via and VPN Various sized screens both static and interactive. Includes video walls and high profile rear projection installation controlled by 105 inch touch screen. Projection consists of 6 synchronised projectors onto curved screen displaying seamless image of very high definition video files.
Primary Function	Visitor Information Brand Reinforcement
Future Expansion	Will be progressively installed in more Telstra locations throughout during 2007 and 2008. Target is 200 additional screens.
Operation	Central Scheduling managed in house and remotely by Graphic Design house.
Competition	All major signage products especially Navori and Scala. Wallflower chosen for ease of use and flexibility as well as robustness and scalability.
Comments	Many advanced features developed for Telstra including proximity detection.
Similar Installations	Auckland Zoo, Auckland Hospital, Auckland International Airport, Wellington City Library, Meltonshire Council, Federal Courts Melbourne, Commonwealth Courts Melbourne



Australian Telstra Lab Touch Information Screen



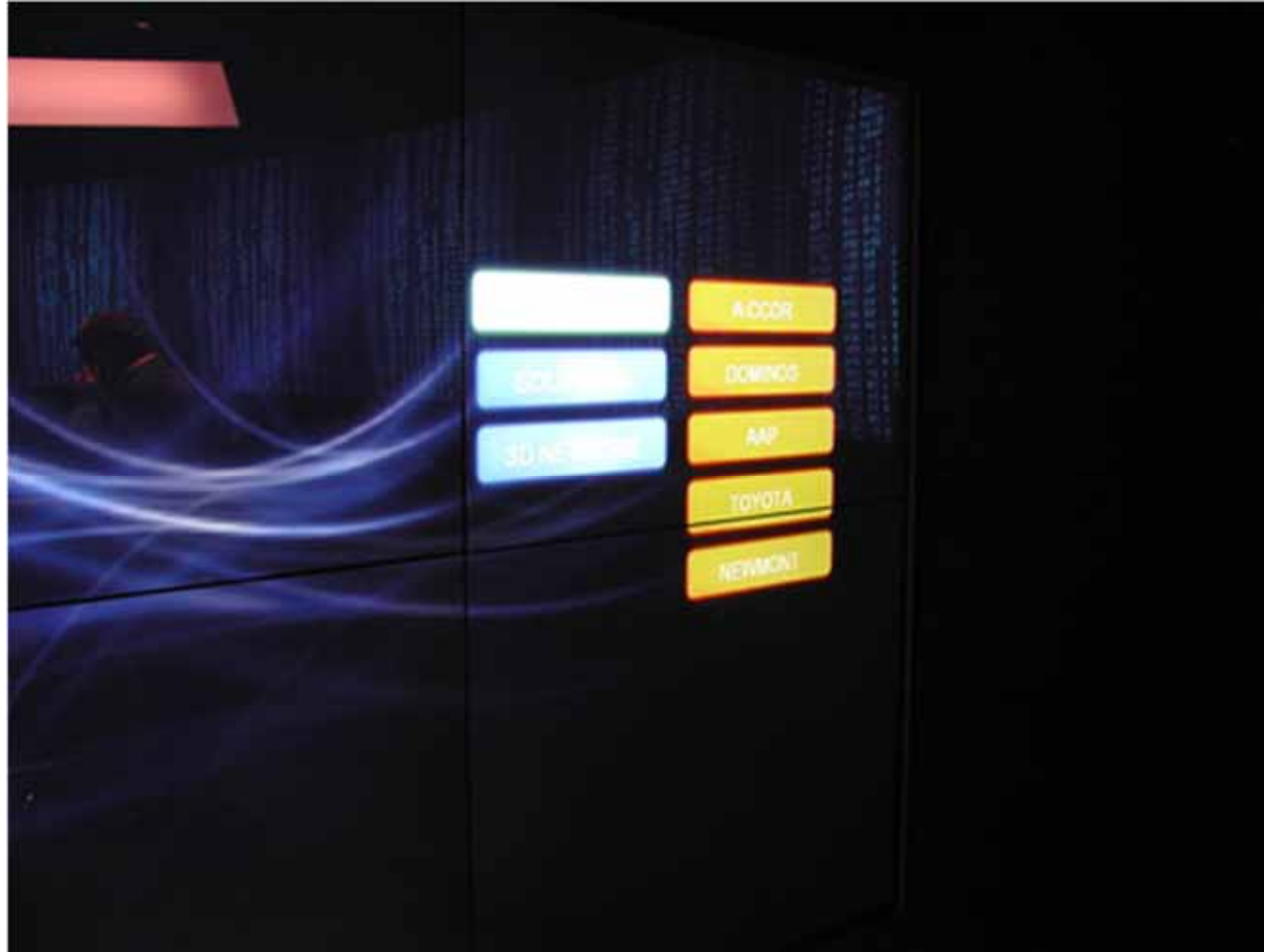
Telstra Lab 6 Projector and Touch Displays



Telstra Lab 6 Projector and Touch Displays



Telstra Giant Touch Screen



Mazda Dealer Customer Information Kiosk



Number of Displays	100+
Characteristics	Connected using Key and ftp site. 17 inch interactive kiosks.
Primary Function	Sales Assistance Customer Information
Future Expansion	All Ford Dealerships will install Wallflower during 2007 and 2008.
Operation	Central Scheduling managed over Internet by Graphic Design house.
Competition	The only competition was a locally developed kiosk product.
Comments	The Key updating feature is unique to Wallflower and was an important deal maker. The Sales Manager for John Andrew Mazda Auckland, "This is a great sales tool. We always take visitors to the kiosk and let them see how various vehicles look in different colours and on the road in video"



Rebel Sport Store Navigator Kiosk



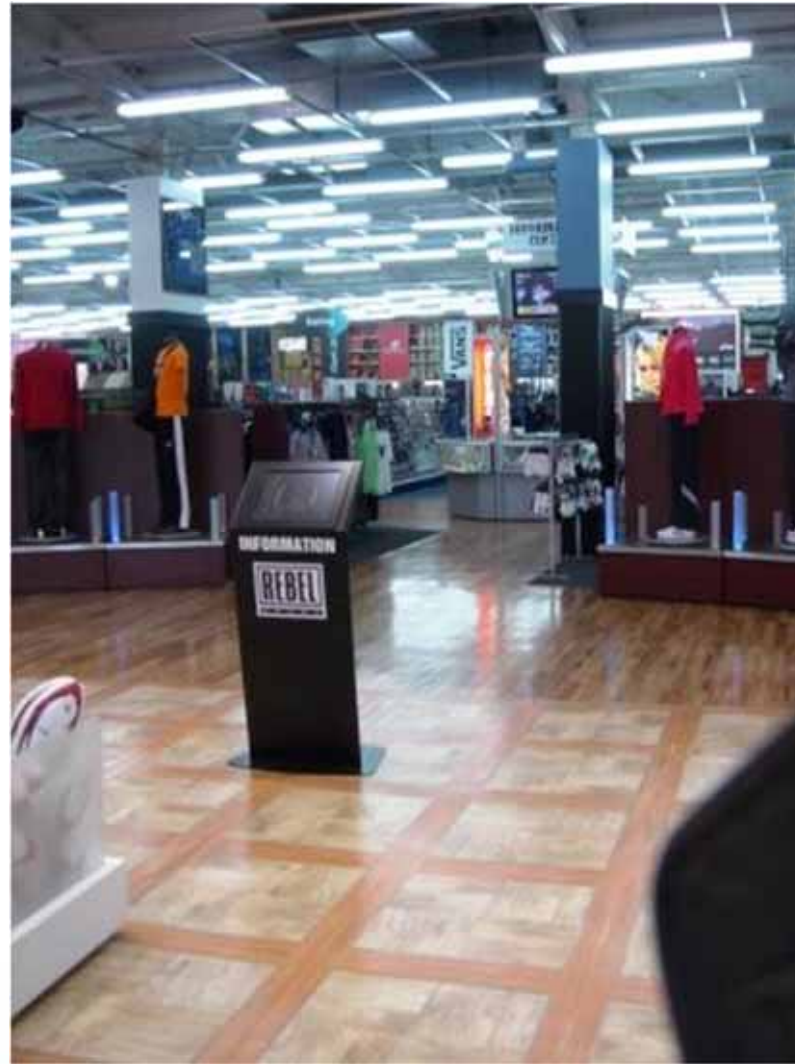
Number of Displays	100+
Characteristics	Connected using Key and ftp site. 17 and 32 inch interactive kiosks.
Primary Function	Navigator kiosks. 'Shoe Selector' interactive displays.
Future Expansion	Rebel Sports will extend Wallflower to drive wall mounted non interactive signage during 2007-2008
Operation	Scheduling managed over Internet by Graphic Design house.
Competition	Only competition was locally developed kiosk product.
Comments	<p>The 'Show Selector' was noticed by Adidas Asia Pacific Brand Manager in 2006. Adidas then requested proposal from a Wallflower Reseller to install similar Selectors for trial in 21 stores in Hong Kong in mid 2008. If successful, the rollout would be immediately extended to up to 6,000 sites as resources and budget permit.</p> <p>John Salthouse Shoe buyer Rebel sports</p> <p>"In June we approached Fingermark interactive to put together an interactive sales utility to help complement our shoe sales staff within our large format sports retail stores. The final product was a Touchscreen shoe selector which takes the user through a series of questions which provides them with the most appropriate running shoe to suit their needs. We have seen a considerable rise in shoe sales since this system has been installed without having to employ more trained staff. It works as an educator for our staff members as well as our customers while giving us a distinctive point of difference from our competitors."</p>
Similar Installations	Adidas



Rebel Sport 'Shoe Selector' Kiosk



Rebel Sport 'Shoe Selector' Kiosk



EZY – Car Rental Booking Kiosk



Touch Enabled Shop Window Display



Inovo Wallflower Light Box Combo



Skycity



Number of Displays	15
Characteristics	Connected via . Central Scheduling server and media library in remote locations. 42 inch Panasonic generally with on board PCs
Primary Function	Conference Information Brand Reinforcement Entertainment Information Call Centre Management
Future Expansion	Skycity are considering expansion to Darwin Casino.
Operation	Marketing assistants in each department schedule using .
Competition	There were numerous competitors including Fred from 3M, Scala and Navori. Skycity spent 2 years evaluating various products. Wallflower was installed as a trial system in a Casino bar for 2 months. Deal was signed at end of first month.
Comments	Skycity are an extremely demanding user. Security is paramount as Wallflower Scheduling runs on same as Casino system.
Similar Installations	Crown Casino, Strike Bowling Bars, The Kingslander



Skycity Restaurant Advisory Displays



Crown Casino Tower of Power



Number of Displays	232
Characteristics	Connected via . Central Scheduling server and media library in remote locations. Various sized displays
Primary Function	Conference Information Brand Reinforcement Entertainment Information
Future Expansion	Crown are installing displays in Crown Casinos Perth and during 2007. Holiday Inn, in May 2007
Operation	Marketing assistants in each department schedule using .
Competition	There were numerous competitors including around 7 or 8 of the leading suppliers. Wallflower primarily sold due to ease of use. Resellers' demonstrated the product to Executives and the CEO using Crown's own media with no pre-sales. Within half an hour the CEO was doing his own Scheduling. Prior to that, Crown had investigated signage systems for several years and advised that Wallflower was the only one they had seen, that was able to show them what they wanted to see at a demonstration. Wallflower was installed as a trial system in a conference centre for 2 months. The deal was signed at end of first month.
Comments	The potential for Crown is enormous. The client is very pleased with the product and service. They are committed to major rollouts in all Crown locations as their budget permits.
Similar Installations	Skycity



Crown Casino Conference Centre Display



Australian Federal Courts Listing Displays



Shipment of On Gas Kiosks



Navigator Kiosk Westfield Albany



Number of Displays	5 or more in each Mall
Characteristics	Connected to a central Scheduler via VPN
Primary Function	Provide wayfinding navigational information to visitors as well as targetted promotional media.
Future Expansion	It is expected that the network will continue to expand nationally.
Operation	Central Scheduling managed by Westfield from Head Office
Competition	None
Comments	46 inch portrait mode.



Trade Show Video Jukebox Wallflower Combo



Radio Hauraki 40 Anniversary



Radio Hauraki 40 Anniversary



Radio Hauraki 40 Anniversary



Radio Hauraki 40 Anniversary



Auckland Tourism i Site



Auckland Tourism i Site



Auckland International Airport 'i-site'



Auckland Tourism i Site



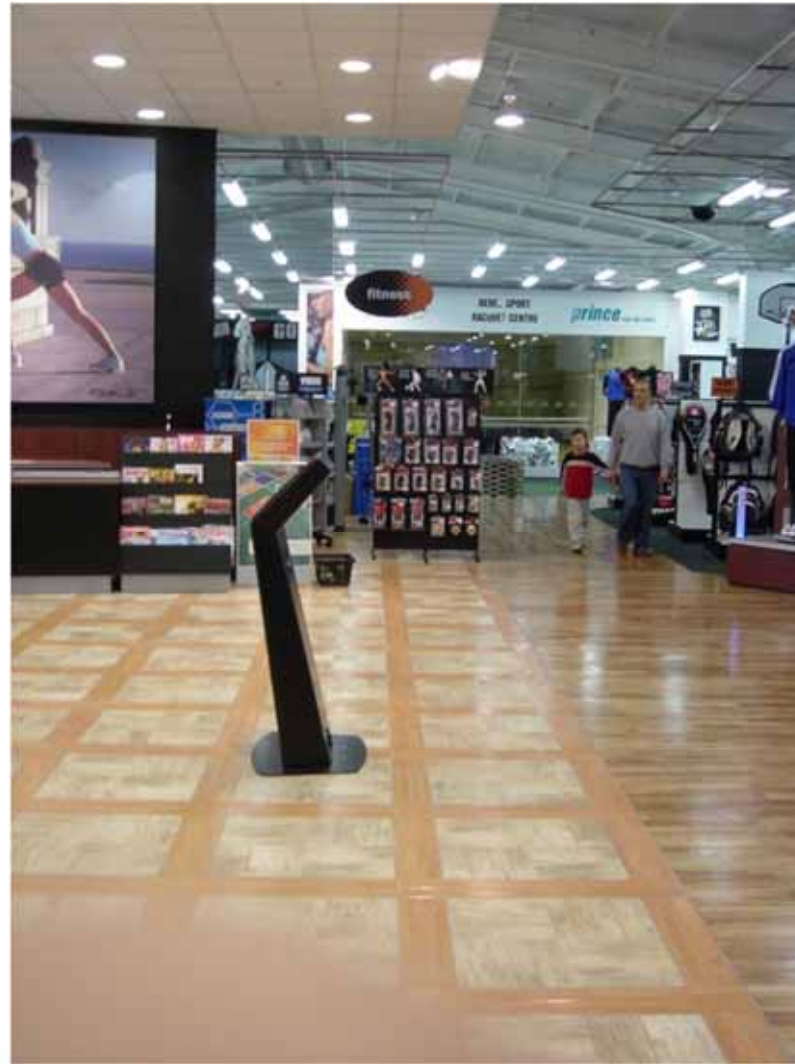
Auckland Tourism i Site



Bookstore – Video Trailer and Book Review Kiosk



Wayfinder Kiosk



Toy Store Kiosk



Cable Car Lane – Advertising Network

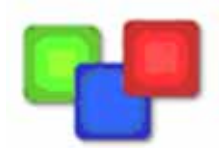


Cable Car Lane – Advertising Network



This success tends to suggest that Wallflower must not only be competitive but be able to offer benefits over other DDS products as the Wallflower pricing structure is similar to its competition.





Thank you for your time

WALLFLOWERGLOBAL
Dynamic Digital Signage

