



310 – 301 Moodie Drive
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Digital Signage and Narrow Casting in Commercial Office Towers Environment.

Executive Summary:

Introduction:

ADitude Media approach to turn key installation and management of digital signage and building information systems in commercial office towers environment brings the tenant and high-rise management experience to a different level.

The buildings' managers can expect several positive outcomes by implementing ADitude Media's digital signage network:

- Positive tenant feedback
- Increased ability to communicate with tenants (building notices such as fire alarm testing, holiday events etc.)
- Increased perceived value in tenant services from tenants
- The opportunity to showcase a new valuable tenant service to potential new clients
- The opportunity to provide existing tenants the opportunity to sponsor or advertise on in-building screens
- Opportunity to subsidize capital cost with potential shared revenue stream from advertising revenue

Key Benefits

Flexibility:

- **On the fly content**
 - o Building manager can upload new messages and go live within minutes.
 - o Timely automated e. mails to tenants with detailed building news releases.
- **System Architecture**
 - o Our systems use and "open architecture" with standard hardware to reduce cost and allow for a reduced cost future migration path
 - o Our systems use wireless connectivity and are driven by an Internet Protocol (IP) based network enabling quick deployment and low cost of ownership
- **Content**
 - o Virtually any media type whether static image, video, live data stream, or interactive content can be displayed on any screen at any time including peak hours
- **Screen control**
 - o Our ability to control each screen (or subgroups of them) independently even within the same building is significantly more advanced than competitive solutions.
- **Unique applications (out of scope)**
 - o Integration with building services such as "e-concierge"
 - o Foyer kiosk with print on demand for advertising content



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- Building security where we have the capability to integrate live video conference from the assigned points (controlled by the building manager) in case of emergency
- As a result of using open standards, display content can be delivered to the desktop as well, providing additional opportunity to provide interactive building services to tenants such as building information, building directory, email link to building manager and other more advanced e-commerce applications (catering, messenger services etc)

Financial Flexibility:

- ADitude Media is able to offer a number of leasing and financing options on a per building basis

New Revenue Upside:

- Opportunity to:
 - Charge back upgrade costs to tenants
 - Share advertising revenue
 - Increased building asset valuation

Favorable tenant ratings:

ADitude digital signage displays turn a mundane lobby passage into a pleasurable experience. Tenants will enjoy the new service and are very likely to hold a more positive impression of the building manager and owner.

Increased communication ability:

ADitude Media's programming holds viewers' attention and creates conversations, generating tenant goodwill and opportunities for communication. Your company can capitalize on this powerful communication tool by utilizing ADitude's easy-to-use Building Manager to display your general building messages, safety information, real estate service offerings, events and branding initiatives.

Reliability:

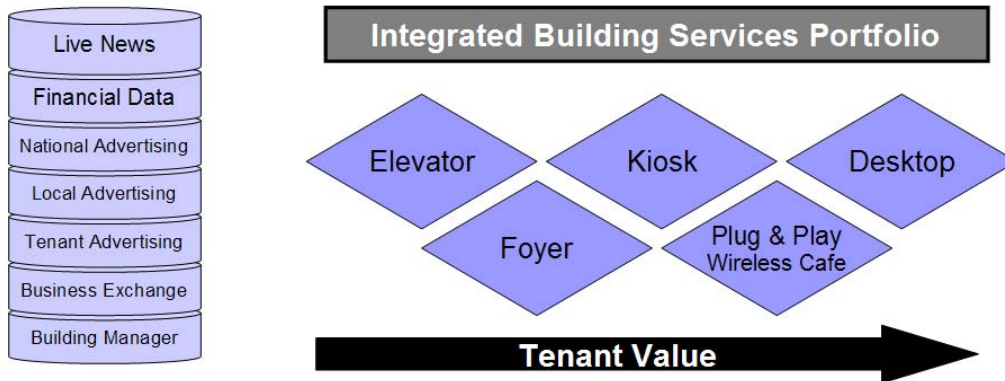
ADitude's system reliability exceeds 99% thanks to proprietary technology and a state-of-the-art Network Operations Center (NOC) in Ottawa, Canada. The NOC constantly monitors the pulse of the network, remotely detecting and repairing any problems in your elevators.



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Solution Overview:

The ADitude Media System is a flexible, open architecture; Internet based and location specific content delivery and management system. Rich interactive content can be delivered to high quality, professionally mounted liquid crystal displays in elevators, kiosks, and main foyers and even to tenants desktops. Wireless connectivity that powers the interactive screens can also be leveraged to offer tenants and visitors alike in atrium like open environments, the ability to connect laptops or pocket PC's with live internet access. The ADitude Media system is not only a sound choice for today's applications, but is open and ready for the next generation of content, community and commerce.



Electronic Building Directory

ADitude's electronic building directory is versatile tool, which is integrated with our Easy Ad™ elevator display software. This application may be run on stand-alone basis or integrated with our display player on the display screen. It may run in interactive mode with touch screen or in a static mode with all tenants displayed on large plasma screen.

The ADitude electronic building directory software architecture is based on web standards, and as such, we have unlimited flexibility to modify the look and feel of the display.

Built in functionality include:





- Alphabetical tenant name search.
- General search.
- Contact information for building management.
- WEB interface for directory updates.
- Tenant main contact telephone numbers (optional) for after hours as an example.
- Ability to connect to the building Intercom or regular telephone line.
- Ability to integrate with building manager communications tools (send e. mails to tenants distribution lists for example).



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Sample Screen Shots of Elevator Screens for 5000 Yonge Street Office Tower:

These screens display rotating advertisements news, stock quotes, weather, sports, building messages, date and time. Shown below, the three screen shots outline what a tenant could see during an average elevator ride.

<h1>Welcome to 5000 Yonge St.</h1>		<h1>15:12:29</h1> <p>Thu, Jul 17, 2003</p>		
		<h2>News Updates</h2> <ul style="list-style-type: none"> • Urbanfund Corp. buys downtown Toronto apartment building for \$35M • Systems Xcellence profit rises to \$1.1M in fiscal Q1 from \$300,000 		
<p>Contact: (613) 233-5116 www.aditudemedia.ca</p>				
<p>Sports</p> 	<p>Cincinnati 10 Milwaukee 8 (12 innings)</p>			
<p>DOW 9039.8 -54.8</p>	<p>NASDAQ 1698.2 -49.8</p>		<p>Current 28 °C</p>	<p>Fri 23 °C</p>
<p>Welcome to 5000 Yonge St. Menkes Landmark in Toronto</p>			 <p>Visit www.menkes.com</p>	



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The ADitude Building Experience:

Interactive displays are becoming the norm rather than exception in exclusive real estate portfolios across North America. The following demonstrate the positive visual appeal ADitude Media's solutions offer.

Sample Foyer Billboard



Sample Elevator Display at 33 Yonge St.





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Sample Directory Display Interactive System

Welcome to Your Building Directory

Company Directory

People Directory

Search

Contact Building Manager



Active User No.: 2

You Are Visitor No.: 98

Directory Services

Welcome to Your Building Directory


Touch a letter to locate a Company in this building by name.

Company Directory

People Directory

Search

Contact Building Manager

A	B	C	D	E
F	G	H	I	J
K	L	M	N	O
P	Q	R	S	T
U	V	W	X	Y
Z				

Directory Services

Welcome to Your Building Directory

Company Directory

People Directory

Search

Contact Building Manager

Company Directory  **A**

Company Name **Location**

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Directory Services



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About:

ADitude Media Inc. and MenaTel Systems Inc. have joined forces to bring the Digital Sign Network to market. MenaTel Systems Inc. provides physical deployment, backend integration, technology development and network monitoring from its secure network operations center (NOC) in Ottawa Canada while ADitude Media Inc provides sales and marketing and customer service to secure Market Access Providers, drive network revenue with Advertising Partners and provide customer service and support. The two companies operate under the ADitude Media Inc. name and have operations in Ottawa, Calgary and Toronto.