INCREASE YOUR SALES
by delivering sophisticated
IN-STORE marketing messages
based on who is in the store
and at what time to increase
product awareness and sales.

DIGITAL BILLBOARD NETWORK

HAWAI'I
BIG ISLAND

EFFECTIVE JANUARY 2022
INNOVATIVE TECHNOLOGY

SITE VIEW

Site View is a sophisticated solution that plays videos (Advertiser, newspaper and retailer content). As the video content is playing, the computer captures demographic data related to the viewers, such as age and gender.

INFORMATION RECORDED:

Gender: Male or Female

Estimated Age:
- Young <20
- Young Adult 21-30
- Adult 31-44
- Mature Adult 45+

DEMOGRAPHIC DETECTION

Using our proprietary dynamic face tracking technology we can see who is in the store and viewing your message so your marketing can be strategically targeted to those demographics.

Angle = 70°

Effective Distance = 15'
## Rates

### 2022 Digital Billboard Network Rates

<table>
<thead>
<tr>
<th>Retailer Partner</th>
<th>Open</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aloha Island Mini Mart (6 racks)</td>
<td>$1,750</td>
<td>$1,300</td>
<td>$1,050</td>
<td>$300</td>
</tr>
<tr>
<td>Longs Drugs (7 racks)</td>
<td>$1,750</td>
<td>$1,300</td>
<td>$1,050</td>
<td>$300</td>
</tr>
<tr>
<td>7-Eleven (7 racks)</td>
<td>$3,000</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$500</td>
</tr>
<tr>
<td>7-Eleven (7 screens)</td>
<td>$3,000</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$500</td>
</tr>
<tr>
<td>Jamba Juice (1 rack)</td>
<td>$1,000</td>
<td>$850</td>
<td>$700</td>
<td>$150</td>
</tr>
<tr>
<td>Alamo (2 racks)</td>
<td>$600</td>
<td>$500</td>
<td>$400</td>
<td>$50</td>
</tr>
</tbody>
</table>

### Retailer Partner Networks

#### Rack Locations
- ALOHA ISLAND MINI MART (7 racks)
- CVS LONGS DRUGS (7 racks)
- 7-ELEVEN (7 racks & 7 screens)
- JAMBA JUICE (2 racks)
- ALAMO (2 racks)

### 30 Screens Across The Big Island And Growing!

### Advertising Frequency

Take advantage of massive ad frequency. Each network only has 15 advertisers which means your video would play once every 7 minutes.

### Standard Retailer Network Clock

7 Minutes

420-Second Clock / 15-Second Units

- Advertising / 15 Units
- OPI Content / 5 Units
- Retailer Ads / 5 Units
- National Ads / 3 Units
• 15 or 30 seconds (5 seconds available)
• Video format = mpeg4
• Video Codec = h.264
• Video bit rate = 5500kb/s
• fps = 29.97
• Resolution = 1920 x 1080
• Audio format = aac, mp3
• Audio Hz = 44100Hz
• Audio bit rate = 128kb/s

FOR MORE INFORMATION PLEASE CONTACT

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