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.

EFFECTIVE JANUARY 2022
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.

INNOVATIVE TECHNOLOGY

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.

INFORMATION RECORDED:

Gender:
Male or Female

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

Angle = 70°

Effective Distance = 15'

SITE VIEW

Gender:
Female
Age:
Estimated 68

Gender:
Female
Age:
Estimated 28

Gender:
Male
Age:
Estimated 41

Gender:
Male
Age:
Estimated 41

Gender:
Male
Age:
Estimated 19

Gender:
Male
Age:
Estimated 41

SITE VIEW

Gender:
Female
Age:
Estimated 28

Gender:
Female
Age:
Estimated 68

SITE VIEW

Gender:
Male
Age:
Estimated 19

SITE VIEW

Gender:
Male
Age:
Estimated 41

SITE VIEW

Gender:
Male
Age:
Estimated 41

SITE VIEW

Gender:
Female
Age:
Estimated 28

SITE VIEW

Gender:
Female
Age:
Estimated 68

SITE VIEW

Gender:
Male
Age:
Estimated 19

SITE VIEW

Gender:
Male
Age:
Estimated 41

SITE VIEW

Gender:
Male
Age:
Estimated 41
# DBN AUDIENCE - OAHU

<table>
<thead>
<tr>
<th>Network</th>
<th>Screens</th>
<th>Audience</th>
<th>Prime Adult Views</th>
<th>Male</th>
<th>Female</th>
<th>Young &lt;20</th>
<th>Young 21-30</th>
<th>Adult 31-44</th>
<th>Mature Adult</th>
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<td>CRAFT STORE</td>
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<td>13.7%</td>
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<td>Ben Franklin</td>
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<td>WINDWARD MALL</td>
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<td>70.5%</td>
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<td>Don Quijote</td>
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<td>68.1%</td>
<td>26.2%</td>
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<td>12.7%</td>
<td>9.7%</td>
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<td>7-Eleven Racks</td>
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<td>LIQUOR SCREENS</td>
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<td>44.6%</td>
<td>29.6%</td>
<td>15.4%</td>
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<td>10.5%</td>
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<td>Alamo</td>
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<td>64.2%</td>
<td>30.1%</td>
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<td>January 2022</td>
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<td>Oahu Audience Total</td>
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233 SCREENS ACROSS OAHU AND GROWING!
## DBN RETAIL RATES - OAHU

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<tr>
<th>NETWORK</th>
<th>RACKS</th>
<th>SCREENS</th>
<th>OPEN</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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</thead>
<tbody>
<tr>
<td>7-Eleven (Racks)</td>
<td>54</td>
<td>233</td>
<td>$1,660</td>
<td>$1,328</td>
<td>$1,063</td>
<td>$850</td>
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<tr>
<td>7-Eleven (Liquor Screens)</td>
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<td>$1,660</td>
<td>$1,328</td>
<td>$1,063</td>
<td>$850</td>
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<td>Longs Drugs</td>
<td>35</td>
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<td>$1,270</td>
<td>$1,016</td>
<td>$813</td>
<td>$650</td>
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<td>$586</td>
<td>$469</td>
<td>$375</td>
<td>$300</td>
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<tr>
<td>Aloha Island Mini Mart</td>
<td>23</td>
<td></td>
<td>$781</td>
<td>$625</td>
<td>$500</td>
<td>$400</td>
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<tr>
<td>Don Quijote</td>
<td>8</td>
<td></td>
<td>$586</td>
<td>$469</td>
<td>$375</td>
<td>$300</td>
</tr>
<tr>
<td>Don Quijote Liquor</td>
<td>5</td>
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<td>$488</td>
<td>$391</td>
<td>$313</td>
<td>$250</td>
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<tr>
<td>Hele Mini Mart</td>
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<td>$684</td>
<td>$547</td>
<td>$438</td>
<td>$350</td>
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<td>$63</td>
<td>$50</td>
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<tr>
<td>Tamura’s (Grocery)</td>
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<td>$78</td>
<td>$63</td>
<td>$50</td>
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<td>Tamura’s (Fine Wine)</td>
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<td>$63</td>
<td>$50</td>
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<tr>
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<td>$78</td>
<td>$63</td>
<td>$50</td>
</tr>
<tr>
<td>Windward Mall</td>
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<td>$98</td>
<td>$78</td>
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<td><strong>Total Broadcast Outlets</strong></td>
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<td>80</td>
<td>233</td>
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</tr>
</tbody>
</table>

**233 SCREENS ACROSS OAHU AND GROWING!**
Take advantage of massive ad frequency. Each network only has 15 advertisers which means your video would play once every 7 minutes.

**ADVERTISING FREQUENCY**

**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

**VIDEO REQUIREMENTS**

- 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 YOUR ACCOUNT EXECUTIVE**

(808) 529-4700