

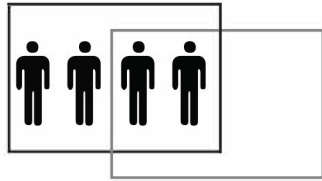


>·PIX<MAN·<<
AUSTRALIA

Brand Ambassadors
Buzz Marketing
College Marketing
Entertainment Marketing
Event Marketing
Experiential Marketing
Field Marketing
Guerrilla Marketing
Mobile Marketing
One2one interaction Marketing
Promotional Marketing
Sponsorship Activation
Street Marketing
Trendsetter Marketing
Urban Marketing
Youth Marketing



The Changing Advertising Landscape



Reaching consumers has become harder and more expensive as the advertising channel landscape evolves and “opt-in” becomes the dominant route to customers. With traditional media losing its share of marketing spend, non-traditional options, such as in-store, promotions, the Internet and mobile technology increasingly become more attractive, organizations must find new and innovative ways to make **non-traditional media** more compelling and relevant to reaching bottom line objectives.

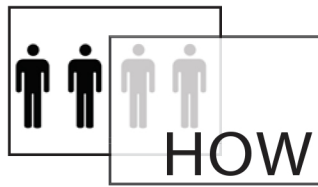
» **PIXMAN AUSTRALIA** is a leading-edge supplier of nomadic media and promotional systems that uses network-based, wireless (Wi-Fi or PC Air Card), gaming platforms and video players to get customers to interact with your brand via multiple nomadic touch points.

» **PIXMAN AUSTRALIA** **Nomadic Media** is an innovative, experiential and ubiquitous street marketing media with a methodology crafted to engage and interact face-to-face with consumers. It is based on a “human transaction” approach to reach and expand the brand to consumer experience.

» **PIXMAN AUSTRALIA** **guerilla marketing** teams are comprised of professionally trained, multilingual, branded messengers wearing the only patented above shoulder multimedia portable display system with “feet on the street” scripts in hand. They can be strategically positioned in high traffic areas such as, event venues, shopping malls, concert halls, amusement parks, festival venues and sponsorship events and programmed to achieve a pre-planned outcome. Those outcomes are aligned with a clients non-traditional media initiatives as a promotional vehicle to influence different stages of the decision making process or to drive a specific behavior.



The Changing Advertising Landscape



Pixman achieves a successful human transaction between brand and customer?

Word-of-Mouth Marketing

Professionally trained, branded and scripted Pixman™ engage and interact with your target customers.

the bait

Multimedia Portable Audio Display Systems
Digital displays are worn above the shoulder by Pixman™ to deliver targeted messaging to your customers in broadcast quality via multiple technologies.

the hook

Downloads & Sampling

Pixman can place content, coupons, screen savers and programs directly onto the customers' mobile devices such as, cell phones and PDAs or simply distribute flyers.

the anchor & ROI



EVENT & TRADE SHOW Marketing

For event marketers, planners and organizations, **PIXMAN** can play an active role in pre-event, event or post-event promotional activities to deliver consistent and compelling messages to your target audience. Here is one example of how event marketers can use **PIXMAN** as a promotional vehicle at consumer or business trade shows and events to maximize returns.



the bait

PIXMAN can be strategically positioned as Show Greeters at key entrances of any prescribed venue, both indoor and outdoor. Consumers will be drawn to the branded **PIXMAN** wearing multi-media digital signs above their shoulders with compelling content to captivate and reach your target audience. **PIXMAN** is the bait and the digital content is the hook.



Once engaged, **PIXMAN** will interact with the target audience as a promotional vehicle to deliver pre-determined outcomes and behavior.



- Inform and educate the target audience on new and emerging technologies
- Promote particular products or services
- Demo network-based or wireless technologies using mobile devices
- Distribute "instant win" coupons, business cards or "show special" offers
- Download ring tones, screen savers, coupons and web links directly onto mobile devices

the hook

Desired outcomes should be linked to desired behavior. Namely, in this example, the goal is to drive the target audience to an exhibit or product booth. This is the anchor. After all, events are a large expense. Crowds attract crowds, the mission is to maximize visits from target clients;

PULL vs. PUSH



the anchor & ROI



Pixman offers a professional ready to go media solution that is ideally suited for the promotion and sampling of digital content. Live TV, online content platform Gaming content are all available on **PIXMAN**.

VIDEOGAME & ENTERTAINMENT industry



PIXMAN can be used as part of an integrated marketing mix or an extension of existing points of sale. PIXMAN is a brand ambassador and broadcaster that facilitates product launches or demo activities directly to customers. Here are a few examples of how a client can use PIXMAN to gain a competitive edge.

Product Placement & Promotion

PIXMAN can be strategically positioned outside points of sale or in select urban areas communicating key messages via compelling digital content signage and one-to-one or one-to-many "Face-to-Face" interaction to:

- Introduce and inform consumers
- Drive consumer acceptance and adoption for new technologies
- Allow consumers to play and sample content or systems
- Distribute and deposit content samples or ecoupons directly onto the consumers mobile handset, PDAs and cellphones
- Introduce content in a lifestyle setting like night clubs and events

Researcher

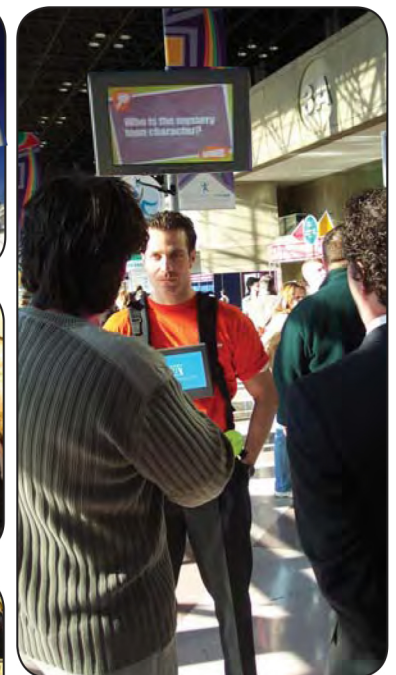
PIXMAN can become part of your primary research engine to support your R&D initiatives to:

- Collect, distribute and record survey data
- Invite consumers to a user seminar for mature products or focus groups for new products to gauge and manage market demands
- Test products

Sales Associate/Mobile Kiosk

PIXMAN can become your "Feet on the Street" sales specialist to:

- Up-sell or cross sell your products
- Sell your products and service warranty packages or accessories



> PIXMAN <
AUSTRALIA



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Tourist attractions and theme parks include historical icons, exhibitions, and zoos alone or integrated with other amenities. In major theme parks, the possibilities for strategically positioning **PIXMAN** to engage guests and heighten the customer experience is infinite. Here are some examples of roles **PIXMAN** can perform to reach and satisfy guests by walking the park.

THEME PARKS & TOURIST ATTRACTIONS



Sales Channel

Pixman can be used to increase wallet share per guest as a "Feet on the Street" sales specialist

- Up-sell or cross sell products such as, 3D movies, music, DVD games, ride tickets or exhibit passes
- Sell park merchandise, more rides and exhibit passes while guests are waiting in line
- Hand out coupons for other park amenities such as, restaurants and hotels

Roaming Hi-Tech entertainment pods

Pixman can be used to provide multiple platforms for guests

- Play and test new games using the Internet, mobile devices, Wi-Fi and PC Air Card
- Check emails
- Send SMS messages
- Download ring tones, screen savers, tunes, movie trailers to your mobile device or Personal Digital Assistant (PDA)
- Download videos or digital stills

Safety and Traffic Guides

Pixman can be used to communicate time sensitive information using digital, wireless and network-based technologies

- Direct crowds to specific locations to enhance public safety during peak events or activities such as, parades and firework displays
- Report on missing children
- Announce exhibit, ride or park closures
- Report on weather conditions or happenings
- Speed Pass

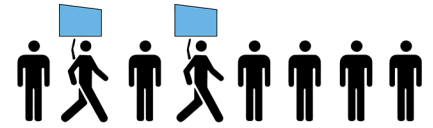
Researcher

Pixman can become part of a company's primary research engine

- Collect, distribute and record guest survey data
- Invite guests to participate in on-site focus groups for theme park enhancements or expansion initiatives
- Provide access to online surveys via the Internet, mobile devices, Wi-Fi or PC Air Card to better gauge customer satisfaction and buying behavior patterns



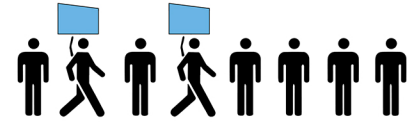
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1 Promotion of the American Express brand during the US Open Tennis Tournament. 2 Daniel Langlois, well-known for his creative mind and his work in digital art and film-making, mandates some of his employees to develop a new breed of sandwich-man.

The team gives birth to the original Pixman concept. 3 Street Marketing activities in San Francisco's night life areas to increase awareness for Yahoo Personals' on-line dating service. 4 Pixman greeted guests at a party held by Reuters at the

NASDAQ Tower in Times Square. 5 Belgacom, a European broadcast company, have used Pixman to promote their new HD-TV services 6 Pixman technology in Trafalgar Square, London UK.



GLOBAL BRAND ATTRACTION



Pixman

GENUINELY EFFECTIVE



History and Notable Achievements

Launched in March 2002, Pixman is the leading-edge leader of revolutionary nomadic media worldwide. **"First-to-Market"** position in nomadic media and service. Pixman concept was pioneered by Daniel Langlois, previous President and founder of Softimage, the company responsible for the dazzling 3D computer generated effects in films such as, Harry Potter, Gladiator, Titanic and Jurassic Park.

Successfully delivered more than 300 campaigns globally with clients such as NBC, American Express, Intel, Sun, Yahoo, Hewlett-Packard, Volkswagen, Bell Canada and Expo '05 in Aishi, Japan.

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