



# Expo Indus

digital large format open space communication  
serving geographical targeted advertising better than ever seen

Expo Indus uses the new possibilities of geo-targeted open-space communication to the max. Digital billboards and controllable boards is our business.

Our first screen placing focus are train, bus and sport stations, shopping malls, retail chain outlets and area's and joint business buildings. Later-on we think the digital billboard will replace are paper based billboards, this because digital has less costs and is more dynamic. The communication speed of this medium is as never seen before. Every where there are masses, there Expo Indus will be.

The big screens of Expo Indus gives online/direct mega advertising focused to travellers, shoppers and visitors. Newspapers can promote their headlines, retail chains can promote their promotions, e-commerce sites their site and products/services, banks and car brands their marketing image.

People who moves along our screen locations are active/moving people. Willing and able to buy products/services. Expo Indus addresses active part of society with average and higher incomes.

Expo Indus has dynamic technology: advertisers can make a account, login, upload their content and choose the exposing locations. Expo Indus delivers the enormous speed of web marketing to public place advertising. Response can be additional gathered by sms'ing a brand name to a sms number, which can handle instant response sites and delivers inputted data from suspects.

What are our very strong USP's?

- 1) Speed. Never seen such a quick public space marketing.
- 2) Geographical Targeting. Full geographical targetable way of marketing.
- 3) Response Technology. Based on sms word to number and instant respons webpages.
- 4) Subscribe Bleutooth Technology. Giving offers to existing customers.

In Europe there is no large scale competitor in this type of high speed (semi) public space marketing. Of course there are billboard companies but they don't see the possibilities of integration of internet technology. The digital billboard business model had been proven in the US main cities, with the Time Square board as global well known examples.

On the global redundant adviser/content-upload-distribution/marketplace/billing/payment engine, all advertisers can make an account, upload still images, flash films and video and plan their campaign. They can choose any broadcast time, frequency and location they like or thinks that works the best.

Small customers (local bakery, local dentist, local optician, man to woman, woman to man) operates on prepayment (is the default billing setting). Large companies can ask for a credit line and this credit will be insured by an debtor insurance company. Each credit account has a threshold level: overdrafts by bigger orders have to be approved by the financial department first.

Each ad must be approved by the content approval unit before broadcasting. This is calculated in the start fee of each order, so is no cost, but an income.

When there are more bidders on a time/location combination each new bid can overrule an existing price bid. So the prices are complete market driven based on the play between supply and demand. Google with her Adwords program operates by the same bidding principles. Sales is only focused on getting new

advertisers, not on recurring sales: if it works they will take care by themselves for recurring, otherwise recurring is a waste of communication and budgets. A good press campaign to general and advertising specific media will give instant demand.

What are our investments?

- 1) Intelligent standard cheap screens (digitally mutated and with thick glass before it).
- 2) Cluster cableless wifi/router/caching unit with (on train stations: fiber) internet connections.
- 3) An global redundant adviser/content-upload-distribution/marketplace/billing/payment engine.
- 4) Installation fees.

What are our costs?

- 1) Deduction on local screens and local routers.
- 2) Further development on the central engine and servers.
- 3) Power and internet connections.
- 4) Sales, finance and approval departments.
- 5) Maintenance fees.
- 6) Insurance fees.

What is our income?

- 1) general digital advertising (still, flash, video)
- 2) stoppers (content for the advertising low priced periods)
- 3) bidders (higher priced content for specific time/location combinations)

Expo Indus will start in train stations. There are four deals needed before for starting. The deal concerning the internet based vlan connection fibers is done with ProRail daughter Relined. The deal with NS Stationsgebouwen NV also has to be made yet (Relined maybe can play a role in this), they also get a piece of the advertising income in exchange for location space and power connection. The deal with the screen manufacturer (probably LG) must be made yet (we offer the screen supplier -like LG- free exposure and/or a piece of the advertising income). There is also a deal with an installation company needed.

Expo Indus tries to switch all investments to the suppliers, giving them a piece of the cake in return (maybe with a bank escrow as additional guarantee for them concerning the capital flow). Expo Indus also will serve (only on demand) large organization who want to use our technology, sales and investment deals. If needed the bank credibility of these large organizations will be taking in place in the financing structure (can be done just by a by them signed ordering contract).

Expo Indus is definitely not a public place pollution company. First is her function is more environmental friendly than printed billboards. Second gives her function public space advertising back from the big global brands to the people. Promotions of local stores and local activities will get easy and cheap exposure, with low start, production and exposure costs. Even people who get married will advertise their wedding. Expo Indus will reduce car use for buying things and (very important) Expo Indus will vitalize local activities. People now drive to other (non home) places for fun stuff, but there is a lot of fun stuff in their own home place, only they don't know that. Expo Indus will reduce recreational/leisure car use enormously and will contribute to healthy, more strong local societies.

Expo Indus her concept and business model are just in time and just in place in the current economy. Therefore it will become the market leader in public space digital communication. We have exposed our capital model in this document, we don't expose our technological in this document, but we think that's obvious why we don't do this: it's our receipt for success.

[Click here for contact our international sales team.](#)

[Click here for our photo gallery \(later pas deze link: als er foto's zijn\).](#)

[Click here for contacting our media officer.](#)

[Click here for our office address details with a google earth map of our offices.](#)

[Click here for possibilities us attending 'geo-targeted communication' workshops on your university.](#)



Expo Indus is a project of Economical Development Corporation