

PIXMAN

NOMADIC MEDIA

NOMADIC | INTERACTIV | EXPERIMENTAL



# PIXMAN

## CONTENS

- INTRODUCTION
- HISTORY
- PRODUCT SHEET – PIXMONITOR
- PRODUCT SHEET – PIXPROJECTOR
- ACCOUNTABILITY
- APPLICATIONS
- CASE STUDIES / RESEARCH / CONTACT



NONADIC | INTERACTIV | EXPERIMENTAL

M: +36 20 9363 799  
E: abakk@pixman.hu  
W: www.pixman.hu



## INTRODUCTION

Reaching consumers has become harder and more expensive as the advertising channel landscape evolves and 'opt-in' becomes the dominant route to consumers.

With traditional media losing its share of spend, non traditional options such as in store, promotions, the internet and mobile technology increasingly become more attractive and organizations must find new ways to make non traditional media more compelling and relevant to reaching bottom line objectives.

PIXMAN is a leading-edge supplier of nomadic media and promotional systems that combine AV delivery with network based applications; 3G / WIFI, gaming platforms, Bluetooth, short codes, redeemable e-coupons, EPOS, computer software, CCTV and data capture.

PIXMAN permits a 'human transaction' combined with multiple state of the art technologies to reach and engage an audience on the move and in any environment.

NOMADIC | INTERACTIV | EXPERIMENTAL

M: +36 20 9363 799

E: [abakk@pixman.hu](mailto:abakk@pixman.hu)

W: [www.pixman.hu](http://www.pixman.hu)

# PIXMAN

## HISTORY

PIXMAN technology is the brainchild of Daniel Langlois; founder of Softimage, the company responsible for revolutionizing the Hollywood blockbuster through 3D computer generated effects for films such as Harry Potter, Titanic, Gladiator and Jurassic Park.

Created in 2002, initially to provide the Canadian Film Festival with a unique means to take festival films to a wider audience by targeting non festival goers in urban city centers.

It was through a chance encounter with Microsoft executives who were at the festival that PIXMAN entered the marketing arena, so impressed, they commissioned PIXMAN to launch the first Xbox games console in Times Square, NY.

In 2007 YMC Your Media Company, a leading experiential agency specializing in non-traditional consumer engagement, became a PIXMAN partner and exclusive provider. PIXMAN is now operational in 28 countries. Recent brand activity includes



NOMADIC | INTERACTIV | EXPERIMENTAL

M: +36 20 9363 799  
E: abakk@pixman.hu  
W: www.pixman.hu

## PRODUCT SHEET – PIXMONITOR

The PixMonitor is the worlds only wearable overhead screen solution. It combines a high resolution ACL overhead screen with a powerful stereo PA system.

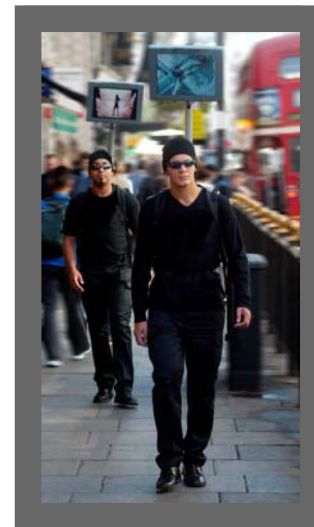
The PixMonitor is worn by our elite brand ambassadors who are trained to maximize the human interaction and facilitate the delivery of content across multiple platforms that are tailored to the clients requirement.

The PixMonitor is suitable for day or night activity, the screen is anti glare and shower proof. The PixMonitor screen frame can be branded, as can the backpack unit.

All PIXMAN brand ambassadors can be uniformed, branded and scripted by the client.

Usage examples ...

- Brand activation for events and festivals
- Trade Shows – providing unrivalled reach to a stand / kiosk
- High Street / Shopping Centre – driving footfall to store
- Product demo's – computer games,
  - software,
  - mobile handsets,
  - web sites,
  - movies
- Greeting informing and entertaining guests at special events
- Conducting surveys / market research
- Internal corporate communications
- Political and social campaigning



# PIXMAN

## PRODUCT SHEET – PIXMONITOR BENEFITS

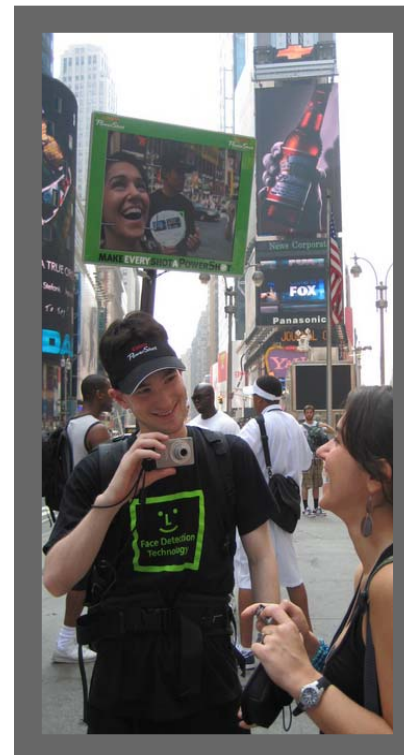
Superior power of attraction vs. traditional brand ambassadors or fixed screen networks

Direct interaction with consumers

Higher brand retention

Quantifiable, measurable, real time data and results

All encompassing and exclusive brand delivery  
(branded units, uniforms, staging, delivery mechanisms)



NOMADIC | INTERACTIV | EXPERIMENTAL

M. +36 20 9363 799

E. abakk@pixman.hu

W. www.pixman.hu

## PRODUCT SHEET – PIXPROJECTOR

The PixProjector is a portable multimedia projection system. It is worn on a brand ambassador, allowing them to walk through crowded urban areas at night and flood the available environment with projected images and stereo sound. By projecting your message onto every available wall, building and pavement, we provide both brand interaction and total emersion!

This ultimate delivery tool for nocturnal and indoor activity, can deliver images from any source, including DVD Video, PC / web based, and games consoles.

Usage examples ...

- Movie trailer promotions
- Music video and club promotions
- Computer games trailers
- Teaser campaigns
- Bar and venue targeted promotions



# PIXMAN

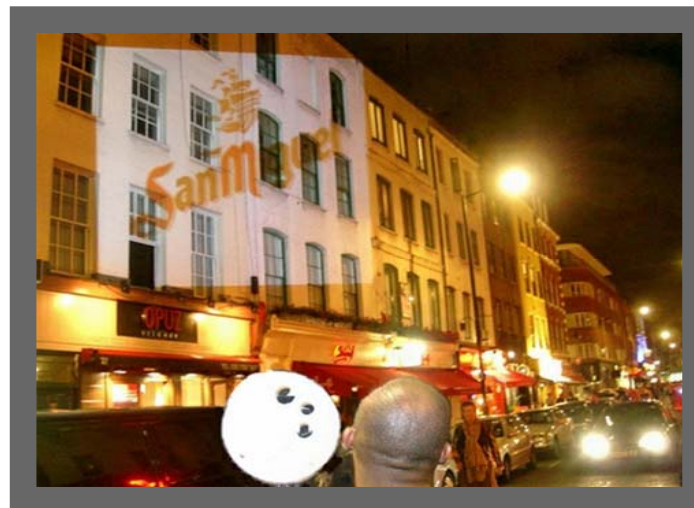
## PRODUCT SHEET – PIXPROJECTOR BENEFITS

Spectacular and proven draw power

Brand ambassadors provide additional human interaction

Flexible and guaranteed activity, unlike large scale fixed projections

Highest possible standout for night time activity



NOMADIC | INTERACTIVE | EXPERIMENTAL

M: +36 20 9363 799

E: abakk@pixman.hu

W: www.pixman.hu



## ACCOUNTABILTY

Our activity is highly quantifiable and measurable. We provide bespoke reporting to requirement:

- Number of impressions
- Number of interactions
- Number of samples distributed (if applicable)
- Consumer data & profile breakdown
- Time line for locations covered
- Campaign photo's
- Campaign video (if applicable)
- Real time data (if applicable)
- Mobile content – handset data for reached and accepted transfer (if applicable)
- Pushed Bluetooth content – number / type of handset received, location and retention stats (if applicable)

# PIXMAN

## APPLICATIONS

- DVD Video – Any standard DVD Video can be played through PIXMAN.
- Bluetooth Proximity Marketing – PIXMAN has integrated Bluetooth units, pushing content to the end users handset.  
Bluetooth is noninvasive / opt-in and has no charge to the end user.
- Gaming – Whether PC, Nintendo Wii, Sony Playstation or Xbox, PIXMAN permits gaming in any environment.
- PC – cuff board / gyroscopic mouse – PC content, with full QWERTY keyboard worn on the brand ambassadors forearm and wireless gyroscopic mouse, permitting full PC use by consumers.
- Web based content, embedded PC with 3G.
- Data Capture – Tailored solutions via PDA.
- EPOS – Permitting full transactions in the field.
- CCTV – Live Streaming, via wearable PIXMAN camera.
- Mobile Handset Demonstrations – PIXMAN as an extension of the handset screen for mobile handset and mobile applications.
- MobKom – our unique WAP / Java applications, putting client branded content onto the end users mobile, creating ever growing mobile brand communities.
- Redeemable barcodes – Delivered from PIXMAN to end user mobile, redeemed at point of purchase.

NOMADIC | INTERACTIV | EXPERIMENTAL

M: +36 20 9363 799

E: abakk@pixman.hu

W: www.pixman.hu

# PIXMAN

## CONTACT

Please contact us for our rate card, case studies and research applicable to any potential activity.

**Attila Bakk**  
YMC Your Media Company

M: +36 20 9363 799  
E: [abakk@pixman.hu](mailto:abakk@pixman.hu)  
W: [www.pixman.hu](http://www.pixman.hu)



NOMADIC | INTERACTIV | EXPERIMENTAL

M: +36 20 9363 799  
E: [abakk@pixman.hu](mailto:abakk@pixman.hu)  
W: [www.pixman.hu](http://www.pixman.hu)