

Adtvice

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Dick Tuinebreijer
CEO Adtraxion Systems

Let's grow business!

The winter has been brutal, and we have been waiting a long time for some enjoyable temperatures. Finally spring has arrived! Outside the office we can now witness nature growing rapidly. In 2010 we are planning to do the same thing inside the office with business, growing together with you.

On April 23, Adtraxion will host the first Adtnet Member Event (AME). This year's theme is 'Grow Together', emphasizing our common goal and the collaboration between Adtnet members.

AME will be held at the beautiful STROOM, in Rotterdam. A very nice spot for members to talk business and mingle with Adtnet members from abroad. Of course I do not want to spill all the beans already, but I can tell you this: AME promises to be a great event, you do not want to miss out on.

The First quarter is now behind and I would like to thank you for your splendid sales so far. Last quarter 2009 we saw volumes of sales increasing but we were still a bit unsure about the crisis being history, or not. Now it seems that 2010 gives us the opportunity to double our sales. Many people I have invited to AME already indicated their business is on the rise.

Everyone has seen the movie Titanic, where Di Caprio stands on the foredeck shouting 'I am the king of the world!' That is how I feel right now, at full speed with momentum on our side. If you and I do the right thing, success will not be denied. Maybe it is already enough if we only stop doing the wrong thing.

Let's sow the seed, and reap the harvest! See you at the Adtraxion Adtnet Member Event!

Dick Tuinebreijer
CEO Adtraxion

Adtnet Member Event A learning experience

In the previous Adtvice you could read about the introduction of Adtnet, the European network of certified Adtraxion Partners. Now our members are brought together to gain an insight on the latest digital signage developments, future Adtraxion releases, and come together with other Adtnet members to help shape the future of digital signage.

AME discusses a variety of subjects, essential for Adtnet Members to be aware of. This includes sales cycle optimization, the Adtraxion development roadmap and the renewed product strategy.

On top of that our members will be introduced to different solutions, which consist out of Adtraxion technology, in combination with third party hardware.



"Our goal is to demonstrate our members practical solutions for different digital signage applications," says Twan van Dijk, Business Development Manager of Adtraxion Systems.



"We will demonstrate solutions that will offer something for all attendees, and could very well become a key part of their offerings."

The future of digital signage promises to be a very exciting one, and we want our members to be fully part of it!



Digital signage Event calendar

April

23 Adtraxion Adtnet Member Event
STROOM Rotterdam, The Netherlands

May

5-6 ScreenMedia Expo
Earls Court, London

June

5-12 InfoComm 2010
Las Vegas, Nevada Area

Deloitte strengthens corporate identity



Deloitte has recently taken up residence in the Maastoren (Maas Tower), Rotterdam. Their new headquarter has been equipped by AVEX, with a solution that includes Adtraxion digital signage technology and Samsung displays with integrated PC.

Adtraxion Player software makes PCs (or displays with integrated PCs) act like a regular Adtraxion Player. This allows users to choose hardware from own selected vendors, while benefiting from the established Adtraxion digital signage technology.

Deloitte shares corporate messages, among the latest headlines and weather forecasts, and fully profits from the Adtraxion/AVEX partnership. As a result, this new innovative communication channel has significantly improved the employee engagement and Deloitte's corporate identity.

About AVEX



AVEX is a specialist in audiovisual solutions for the professional market. A field in which technology offers infinite possibilities. The specialists of AVEX work with proven technology. AVEX has all expertise and experience in-house to construct a perfectly functioning and reliable installation. www.avex.nl

Renewed corporate styling Now available

Adtraxion has not only extended its communication to you, we also renewed our corporate styling as you might have noticed. As a consequence new product sheets are available. These product sheets are now available on the Adtnet Member area of our website. www.adtraxion.com



- › Networking for mutual success
- › Development roadmap
- › Product showcases
- › Sales cycle optimization
- › Renewed product strategy
- › Adtnet Member Of The year

ADTRAXION
ADTNET
Member Event

Friday | 23 April | 2010
STROOM | ROTTERDAM

Grow TOGETHER

always there

always faster