

# ADTVICE

Adtraxion newsletter • March 2011 • Issue 5



Dick Tuinebreijer  
CCO Adtraxion Systems

## Efforts being awarded

Although 2011 has already started for some time, I would like to share a look back upon 2010 with you. Because the year 2010 has brought us many good things.

- Major progress on marketing. Including more emphasis on product characteristics that really make our solution stand out, new product leaflets and a completely redesigned website.
- A considerable amount of time devoted on development to provide you with two new Adtraxion Players to choose from. The Adtraxion Xs Player and the Adtraxion Player software. Both addressing requests from many Adtraxion partners for a more flexible choice, without compromising on robustness and quality.
- Increased venture capital investment. Initiating new business and continuous innovation.

As a result our partners have managed to serve many (major) clients in 2010. Based on our prospects and the European economy which is returning to growth, I am confident we will achieve even greater success in 2011.

We should continue doing what has brought us success: focus on providing the most convenient digital signage solution to companies who want to share their message on the spot. Together, because cooperation remains key to our joint success.

Adtraxion will of course continue to provide you with new solutions and decisive sales support. Our efforts will generate more leads for your business. And even more success stories to look back upon in 2011.

Kind regards,

  
Dick Tuinebreijer

## ISE2011 Amsterdam Recap on one of the largest A/V exhibitions worldwide

The Integrated Systems Europe (ISE) in Amsterdam was attended by a record 34.870 visitors. Naturally a delegation of Adtraxion Systems was among those visitors.

ISE2011 provided the opportunity for Adtraxion to meet with partners and visit stands using the Adtraxion DS solution for showcasing their products.

content (rather than hardware) in the area of Digital and Retail signage. Of course digital signage remains technology driven, but it looks like our market is finally maturing. Putting the experience first.

Hosting almost two and a half halls of the Amsterdam RAI, digital signage has finally earned its rightful place in the A/V world.



In addition to this, the show revealed valuable insight into the current market and coming trends. In this light it was a great relief to see in more emphasis was put on

A very good omen. Especially when you consider a growing spend of almost 15% on digital signage last year.

## Brainpower to your message Adtraxion Adthink

In 2011 each month Adtraxion will share little known facts: Adtraxion Adthink. To help your customers get the most out of their DS network.

- Recently we have published:
- Human short term memory
  - The power of colors
  - Consider dwell time



Please visit our website ([news section](#)) to learn more on how to optimize playlists.

# NEW OPPORTUNITY

## Finally the old coffee lady is back! Maas International and Telindus equip coffee vending machine with DS

Maas International is one of the leading producers of professional vending machines, with 325.000 machines installed in more than 90 countries. For the first time they have developed a DS equipped coffee vending machine. Together with Telindus and using Adtraxion DS software.

Most professional coffee machines are a central rally point within organizations. They offer a unique possibility to communicate corporate messages, news and even give training.

'We see DS as a tool to deliver relevant information on the spot', says Hans Ketterings, director of Adtraxion. 'Vending machines create new possibilities not only

to communicate with staff and clients in a corporate environment, but also to inform audiences in public areas.

"We have worked on the SL1000 MultiMedia project for almost 6 months," says Christophe Marie, account manager



Telindus Luxembourg. They are the AV-integrator that brings all technologies together into a market proof vending machine.

The DS solution includes a transfective flatscreen and Rfid tagging. Especially Rfid can be used to personalize messaging, to study consumer behavior or even to limit availability of free consumptions. The user can use company cards or even credit cards to identify him or her to the machine.

Finally the old coffee lady is back! She did not only serve coffee manually but also gave you the latest news and insights.



An article about this new opportunity can be found in the DS EUROPE Spring 2011 magazine.

## Adtraxion supports Teamplay@NAC Providing a helping hand

**Football is (almost) anybody's game. So what's better than a professional football club making people aware of their conduct and responsibilities?**

NAC Breda acknowledges its special position in society. They have launched Teamplay@NAC. A foundation focusing on education, participation, sports, health, community and the environment.

Teamplay@NAC is responsible for all social activities of NAC. Together with many other partners and local residents, Teamplay@NAC supports those who are seeking a helping hand. Recently Adtraxion



has become Teamplay@NAC partner. We provided Teamplay@NAC with the Adtraxion DS solution. To inform their visitors with any relevant information. From their latest efforts, to what projects will be started in the (near) future.



For more information on Teamplay@NAC please visit [www.teamplaynac.nl](http://www.teamplaynac.nl).

## We have moved Adtraxion settled in Oud Gastel

As of January 24, 2011, Adtraxion Systems has moved to its new office in Oud Gastel.

This new premises allows Adtraxion Systems the space and inspiration to provide high quality digital signage solutions and innovation for the coming years.



Looking rather closed from the outside, the new premises houses a spacious working environment which is characterized by its openness and tremendous amount of light.



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