

# ADTVICE

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Dick Tuinebreijer  
CCO Adtraxion Systems

## Grow with us!

On October 27, Adtraxion held its second Adtnet Member Event. Munsterhuis Sportscars provided an inspiring environment to recap on last year and look ahead at the following years. The exclusive cars (including Ferrari and Maserati) surrounding us, visualized the coming together of beauty and power. Exactly in line with future Adtraxion Players.

This year's event was mainly focused on the introduction of our new range of Adtraxion Players and re-designed Adtraxion Manager software. These will be available in Q1 2012. During the Adtnet Member Event attendees already witnessed exclusive previews.

But the introduction of new products is not all. In 2012 we will further improve our Ps (product, price, place and promotion) and service level in general. This includes the introduction of Service Level Agreements (SLA), publications in a variety of media and continuous Google SEO for more lead generation.

Last year's efforts already helped us strengthen our brand and increase our partner's business. This has resulted in a business growth of 40% in 2011. But there is always room for improvement. Growth will continue in 2012 and we want you to be part of it. Grow with us!

Coming period we will contact you for a personal on-site visit to demonstrate how you can grow your business using new Adtraxion technology and beat competition in your local market.

Kind regards,

Dick Tuinebreijer

## Adtraxion A-series Beauty and power coming together

New Adtraxion Players, tailored to a variety of digital signage applications, were unveiled under the watchful eye and enthusiasm of Adtraxion partners during the Adtnet Member Event.

This new A-series includes three Adtraxion Players that offer different features in regards to performance, appearance and price. Allowing Adtraxion partners to serve customers in all kinds of vertical markets.

- **Adtraxion As Player** - Ultra compact and cost effective Adtraxion Player. Delivering 720p video playback for low entry digital signage projects.
- **Adtraxion Am Player** - Offers fundamental content playback with support for 1080p full HD. It supplies outputs for HDMI, DVI-D and VGA (2 x).



- **Adtraxion Ai Player** - Still in development. The Adtraxion Ai Player will be the top model (likely 19" rack mountable) for the most demanding digital signage projects.

The new Adtraxion Players will be based on the Windows 7 platform. This major technology upgrade that we have undertaken further improves the overall capabilities and stability.

### Good to know

- The existing Adtraxion X-series will be phased out over time and replaced by the new Adtraxion A-series. In line with Adtraxion technology and software.
- New pricing will be announced well before the release of the Adtraxion A-series.
- New marketing materials will be made available via our website.



More information regarding the new Adtraxion A-series will be made available in the coming period. If you have any questions or comments in the meantime, please feel free to contact us.

# NEW ADTRAXION MANAGER 2.0

## Adtraxion Manager 2.0 Increased end-user productivity

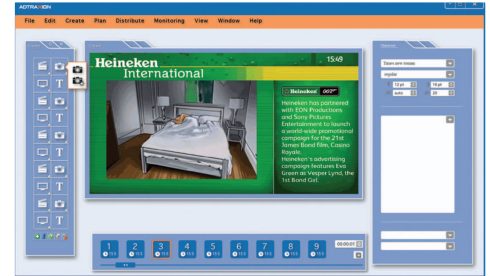
Adtraxion Manager 2.0 brings an entirely new look and feel that is cleaner, nicer to look at and *-above all-* faster. After all, fast creation of schedules makes happy users.


We have included some new features that will enhance the user experience.

Top 3 new features:

- The new module tool bar is the heart of Adtraxion Manager 2.0. It includes all (*secondary*) modules and tools you need.

- Incorporation of tabs that represent all steps (create, plan, distribute and monitor) involved while creating a schedule. By doing so, the user is taken by the hand. Minimizing the risk of errors.
- One of the new features in Adtraxion Manager 2.0, is a new way to drag and scroll the time line. Click the small scroll bar and drag your mouse to move the time line. Wait Points will not be scaled, which improves the overview.



 Adtraxion Manager 2.0 brings a new way of working and functionalities. Each Adtnet Member will be offered a free training at the time of release.

## Advantech delivers platform for new Adtraxion A-series Optimizing the digital signage eco system

Advantech, worldwide based provider of innovative embedded products and solutions, has been selected by Adtraxion Systems as hardware provider for the future Adtraxion As and Adtraxion Am Players.

“During the selection period it became clear Advantech is able to deliver hardware that meets all of our demands,” said Hans Ketterings, director of Adtraxion Systems. “The outstanding reliability, performance, appearance and pricing of their platform were important for our decision-making”.

The cooperation was announced during the Adtnet Member Event. Franky Gilhuijs, key account manager at Advantech Europe, gave a keynote speech about the optimization of the digital signage eco system. He discussed the collection

of vendors, contractors, customers and suppliers that must come together for a digital signage project to get deployed successfully. In this light he emphasized the importance of comprehensive digital signage software and reliable digital signage hardware.



Franky Gilhuijs  
Advantech Europe

### ADVANTECH

*Enabling an Intelligent Planet*

- Established in May 1983
- Market cap: US\$ 1,111M
- Worldwide Employees: 4,378
- Worldwide Support:  
39 major cities in 18 countries

The cooperation between Adtraxion and Advantech lays the foundation for successful deployment of digital signage projects. Executed and supervised by value adding Adtraxion partners.

 For more information about Advantech, please visit their website at: <http://www.advantech.com>.

## Adtnet Member of the Year AV Media named top member for 2<sup>nd</sup> successive year

AV Media has been named Adtnet Member of the Year for the second year running. During the Adtnet Member Event Antonín Růžička, product manager at AV Media, was presented the award.

Dick Tuinebreijer, CCO at Adtraxion Systems, said AV Media “showed exceptional efforts and expertise, and has become a role model in regards to taking advantage of cross-selling possibilities within the Adtnet network.”



always there

always faster