

ADTVICE

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Dick Tuinebreijer
CEO Adtraxion Systems

The devil is in the detail

In Europe most advertising budget is spend on Google campaigns. More than all traditional advertising in magazines and newspapers together. Why is Google so successful? Because they push context driven content that is 100% personalized. Digital Signage today might not be 100% personalized yet, but for sure we deliver total relevance at the spot. And I believe that 5 years from now Google and DS will both survive, because we focus on the details of peoples interests, depending on where they are. Our future is in just two words: personalized relevance!

It is up to you and us to take advantage. Above cross-selling and up-selling I suggest joint-selling. Adtraxion is now working on a Google page ranking project to create more exposure and branding. We expect to generate more leads for our Adtnet partners next year.

However large numbers of leads often go with poor lead to order ratio. By running larger sales cycles in close partnership, we will be able to welcome more new customers. I cannot stand losing. If we become second on the shortlist we are first time loser. We than probable have spend more time and money than the competitor who got the contract. Together you and I are stronger, so let's sell together. We can help convincing prospects with deeper product knowledge and up to date competition analysis. We can deliver persuasive demo material, demo schedules and relevant reference visits.

But do not forget your existing customers. Within Adtnet I see many initiatives and new ideas that everyone can copy. We see own designed easy Flash-editors, DS in coffee machines, very convincing reference movies and way more. For you to be able to share all of this, we did setup a LinkedIn Adtraxion community as an open communication platform for Adtnet.

Together we shall win!

Dick Tuinebreijer

HERAS Enhances Internal Communications

HERAS has become the latest user of digital signage. They have deployed the Adtraxion digital signage solution to enhance their internal communications.

PresTop has accompanied HERAS to fully benefit from this new way of communicating. HERAS now uses digital signage for sharing corporate information, important instructions, news on their employees, and the latest headlines. Resulting in reduced costs and increased awareness among their employees.

HERAS is total perimeter security specialist. They develop, sell, install and maintain integrated security concepts. HERAS Netherlands has more than 450 employees, including 150 of its own mechanics. Since 1987 HERAS is part of the international CRH group. CRH is an international listed company, where 92,000 employees (spread across 2600 locations in 34 countries), are working together on a turnover of over € 21 billion.



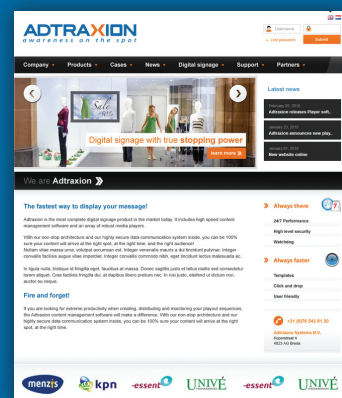
Adtraxion Website renewed

Our website has considerably been renewed. Increased visibility and more lead generation for Adtnet Members!

Want to comment on our new website? Please feel free to contact us now.



Visit the new Adtraxion website on www.adtraxion.com



Walking The Extra Mile meet Hans van Belle

Since October 1st I have started working at the Adtraxion. With improving our service and support being my number one priority. I want to improve all aspects of service across the entire department. I am committed to provide you with the most suitable solutions. Promptly and accurate. Even if that means I have to pursue our suppliers on occasion. I am ready to walk that extra mile!



Hans van Belle

Kind regards, Hans van Belle

NEW OPPORTUNITY

Xs Player And Philips Public Displays A Revolutionary Solution For The Digital Signage Market

Attendees of the Adtraxion Partner Event might have already noticed the Philips Public Displays, controlled by the Adtraxion Xs Player. During the event we introduced you for the first time with this new solution for the digital signage market. We received a great deal of positive feedback from attendees and felt it would be nice to highlight the solution once more for Adtnet member who could not attend the event.

MMD, the company behind Philips-branded LCD monitors and public signage solutions, developed a full range of Smart Insert displays which allows the Adtraxion Xs Player to be inserted discreetly into the rear panel of the LCD display.

This has made installation as simple as inserting a coin into a shopping cart. Simply insert the Xs Player in the special



developed bracket and connect the Xs Player with the desired cables. Then you can easily tie up the cables. A solution

existing out of a display and single digital signage Player has never been easier to install.

Maintenance fees and time are reduced to a minimum. And in urgent cases, if a Xs Player goes unexpectedly wrong, you can simply replace the Player, and immediately continue broadcasting.



ADTRAXION
awareness on the spot
MMD

Art For Art's Sake Why Content Is Now More Important Than Hardware

by Hans Ketterings

This month's DS Europe Magazine includes an article on digital signage content. As recognized digital signage provider we felt obliged to point out to co-vendors many play-out sequences still are lacking in both content and style. Resulting in irrelevant content and disappointed customers.

Many vendors still provide their customers with advertisements driven digital signage. Resulting in little added value for the audience and eventually a bad name for the entire industry. We hope the article will contribute to a better usage of digital signage throughout the entire industry. Adtraxion will continuously strive for

more persuasive and interesting play-out sequences in the future. This process includes whitepapers, guidelines and tips & tricks on how to establish value adding play-out sequences.



For the article please download the whitepaper on our website, or get yourself a copy of the DS EUROPE Winter 2010 magazine.

Adtraxion LinkedIn Community Exchange Experiences And Create New Business

Being among the most popular social networking sites for business professionals, LinkedIn allows members the opportunity to create a group focused on business-related subjects.

With the introduction of the renewed Adtraxion website we also would like to make you aware of the Adtraxion LinkedIn Group. By subscribing to the Adtraxion



LinkedIn Group you are offered valuable networking opportunities. Share expertise, grow your network and gain access to resources and information! Of course you can get involved by asking and/or answering questions or starting a general discussion. At the same time it is the perfect platform to initiate cross-selling.

Already many of our partners are using LinkedIn. If you have not already;

sign up and subscribe to the Adtraxion LinkedIn Group. We also encourage you to invite any colleagues that are engaged in the Adtraxion digital signage solution. This group could be very interesting for any person that is an experienced professional in selling and using the Adtraxion digital signage solution.



Join the Adtraxion LinkedIn Group and meet fellow Adtraxion users