

# extra...

advertising • reach • revenue

## Creating new advertising revenue opportunities for Newspaper Groups

extra... is a wireless digital display system that extends advertising reach to new captive audiences at the point of purchase.



Complementary to both print and online advertising, extra... delivers dynamic in-store advertising directly from the sales office to displays located at news stands, in newsagents and convenience stores ... all at the click of a button!

*Deliver ...* advertisements, news and public information.

*Promote ...* products and services.

*Enhance ...* customer perception, newspaper brand and identity.

*Increase ...* advertising revenue and circulation.

### extra Products:

- extra DS15** Integrated high brightness 15" LCD display with a scrolling LED ticker.
- extra DS32** High brightness 32" LCD display in a weather proof IP65 rated enclosure.
- extra Tier** 2-tier and 3-tier point of sale acrylic newspaper stands with integrated extra... digital signage.
- extra live** Web-based software service supporting installation, operational content delivery, maintenance, reporting, alarming and automated alerts.



### Benefits

- Gain an additional lucrative advertising revenue stream
- Reach new captive audiences and maximise on queue dwell times
- Influence impulse sales close to the point of purchase
- Target advertising by region or time of day
- Increase circulation through informative content
- Improve customer's perception and newspaper brand awareness with eye catching displays that grab attention

### Key Features

- Wireless – no need for in-store IT networking
- Remote Managed – update using a PC browser
- Combined LED and LCD options
- Standalone or integrated with news stands
- Complete solution for the newspaper industry
- Simple to install, just add power
- Cost effective

### Inform. Promote. Advertise

- Advertisements
- Breaking news and local headlines
- New products and services
- Online and print copy promotion
- Public information and social awareness
- Local events and community messages
- Homeland security

### Update in-store information from the sales and news rooms

#### Busy Retail Locations

- News stands
- Forecourts
- Convenience stores
- Newsagents
- Supermarkets

In-store displays are updated directly from the news and advertising sales rooms using wireless mobile technology. Simply connect to the extra live management service using a PC browser, upload information and then distribute to one or more digital displays as required.

extra... is offered as a fully managed service providing ease of use, rapid deployment and peace of mind. Newspaper Groups simply use the extra... digital signage network to distribute information so that they can focus on their news and advertising business.

**COMTECH M2M**  
inspiring innovation

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