



MotivaMedia
ACTIVATE your BRAND.

3D Advertising Solutions

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Unique Value Proposition

Our team of multimedia experts bring brands to life using 3D technology and services. We add value for our clients by providing 3D advertising systems that drive top line revenue and Enhance their Consumer Brand Experience.



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Problem: Brands Must Engage or Die

- * Traditional digital advertising methods missed and ignored a Brand's most important engagement goals:
 - * Create unforgettable Branding experience
 - * Inspire Actions
 - * Cause Change
 - * Spark Trends
 - * Recruit Advocates
 - * Leave a lasting impression



Solution: 3D Advertising

- * MotivaMedia's 3D advertising system produces a vivid and unforgettable Brand experience
- * Creates and delivers the most eye catching content with the Glasses-Free 3D display
- * Drive Brand Innovation & Thought Leadership
- * 3D experiential Content is King- no one has it yet
- * There are very few consumer breakthrough Opportunities in life, this is one of them



Two ROI Models

- * The “Branding Model-” is used by a business to promote their own products, services or events. A casino might choose to use the display to promote their events or specials. They can include valuable information to improve the quality of the visitor's experience. (ie. Local sports news and weather)
- * The “Advertising Model”-features ads that are paid for display by suppliers of products or services. Food & Beverage brands, entertainment events any type of promotions. The vendors get premium brand placement with stunning and long lasting impressions using 3D ads.

The Flexibility of digital signage allows stores to display a **blend of visual brand reinforcement** as well as **targeted advertising**.



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Advertising Revenue model

Example A –Bar & Grill w/ 4 displays and 10 paying advertisers

- * Advertiser pays \$300/month to play 30 sec ad on 3D displays
- * 26,880 Total impressions= (16 spots/hr x 14 hrs/day x 30 days x 4 displays)
- * \$.011 cost per impression for advertiser
- * **Total Monthly revenue from one location = \$3,000 (3 locations = \$30,000/mo.)**

Example B- Bowling alley with 8 displays and 20 paying advertisers

- * Advertiser pays \$300/month
- * 26,880 Total impressions= (8 spots/hr x 14 hrs/day x 30 days x 8 displays)
- * \$.011 cost per impression for advertiser
- * **Total Monthly revenue from one bar = \$6,000**
- * **3 bar chain = \$36,000 in monthly revenue**
- * **Total Annual revenues= \$432,000!**



3D Advertising Model = New Revenue Stream

- * Earn revenue sharing from 3D signage advertising
- * Choose from local & Nat'l advertisers who will pay to display their ads on your 3D displays
- * Fastest ROI model from 3D displays

Advertisers are left breathless at the stunning picture quality and superb depth, without the need for 3D glasses.





3D Branding has Impact!

- Our 3D displays use patented technology to produce a more lifelike and Enjoyable experience *without the need of glasses!*
- Brilliant and Astonishing advertisements create a differentiating consumer brand experience
- Brand Enhancement is the most effective way to create awareness and grow brand equity
- ROI is delivered by activation of promotions, events and a call to action
- Unprecedented Ad Recall rates
- Unique Competitive edge for brands



Who we serve Best

- * Restaurants, Bars, Night Clubs, Casinos and Entertainment/Sporting venues
- * Brands in the Sports, Music, Entertainment, Consumer Packaged Goods & Fashion industries
- * Any location with HIGH traffic and Activity



Turn-Key 3D Advertising Solutions

- * **Strategic 3D Branding-** we build interactive customer acquisition strategies using **Performance Enhancing Ads**
- * **Conversion of 2D Media to 3D-** Our proprietary software can transcode existing digital content to 3D
- * **Production of 3D content-** Our experts have years of experience producing cutting edge 3D content
- * **Points of Activation-** Key Locations deliver the right message to the right customers





Our Partners

ALIOSCOPY

defining the autostereoscopic 3-D
evolution

me > 3D Solutions

Alioscopy = Next Way to Experience 3D

Alioscopy is a leading 3D technology developer that holds numerous patents on one of the most significant leaps forward in auto-stereoscopic (no-glasses) 3D display technology currently available. With the explosive growth and popularity in 3D stereoscopic motion pictures and the 3D stereoscopic broadcast market, Alioscopy is addressing the massive opportunities for the digital signage industry.

A One-of-a-Kind Immersive Experience

With patented technology that delivers a one-of-a-kind immersive experience—without the aid of 3D glasses or other devices—Alioscopy auto-stereoscopic 3D content helps any type of business solidify its messaging, boost brand recognition, and garner immediate and memorable attention.



+ DISPLAYS



+ SOFTWARE



+ SERVICES



+ LICENSING



Case Study



A 3D commercial was tested using glasses-free 3D displays. The 3D technology was applied (stars flying, water splashing and bottles spinning) to a Heineken commercial that was displayed at a popular bar and on the same nights, displayed the original 2D commercial on the same number of separate LCD screens. **RESULTS WERE ASTONISHING!**



- * #of viewers (7-11pm, 2 nights)
- * 316 for 2D vs. 1442 for 3D
- * 2D ave. view time= 5 monotone seconds
- * 3D ave. view time= 40 active & engaged seconds
- * There is no contest.
- * 2D advertisement is dull and lethargic, while 3D is colorful and motivating





ACTIVATE *your* BRAND!

- * **MotivaMedia Brings Brands to Life using Glasses-Free 3D!**
- * **Advertising your Brand and business in 3D Content generates a Higher ROI**
- * **Your customers will have an unforgettable impression**
- * **3D branding and advertising is Super Sticky!**

Drive Revenue and Brand Performance!

Call Today!
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