



powered by



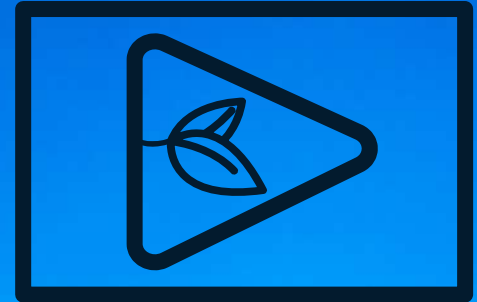
Media becomes sustainable, digitalised, cost-effective, and relevant to the audience.

Digital Place-based Media Network is a perfect communicational tool for FBOs.

Few reasons to consider...

Eco-MEDIA without advertising waste

0 m² of paper, 0 kg of plastic, 0 l of paint



Energy efficient MEDIA

75 inches screen consumes 150 Watt
or less than £1 per day (76 pence / 15 hours working time)



Investment attractive MEDIA

Digital Out of Home is one of the ad leaders in
growth (8% YoY 2022/2023, source: The UK advertising Association)



MEDIA with effective targeting

Location-based content provides more relevance to the audience. No Adblock. No Fraud. Only real people



MEDIA with no negative

The client's waiting time could be less distracting and more informative

Why Identity Invest?

- ✓ 17 years of experience
- ✓ One partner for all services
- ✓ Honesty and financial transparency
- ✓ Cost-effective labour force
- ✓ Technology owned

Success stories in Ukraine



Mercedes-Benz



MASERATI

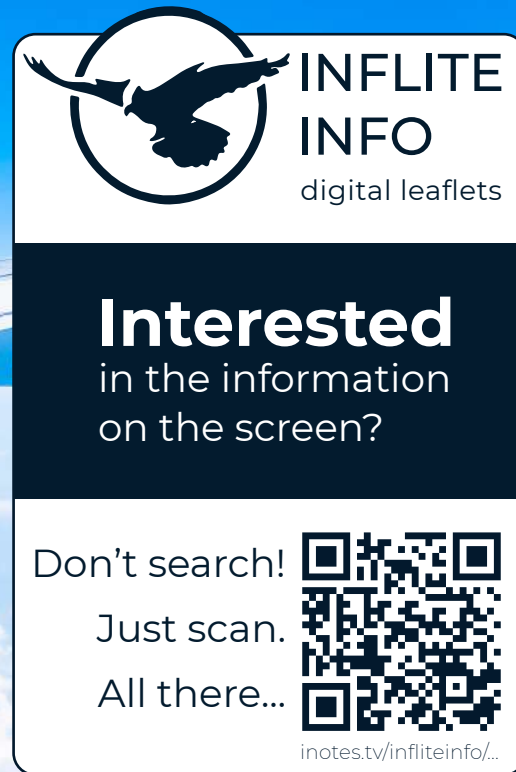


The MEDIA

5-7 sec

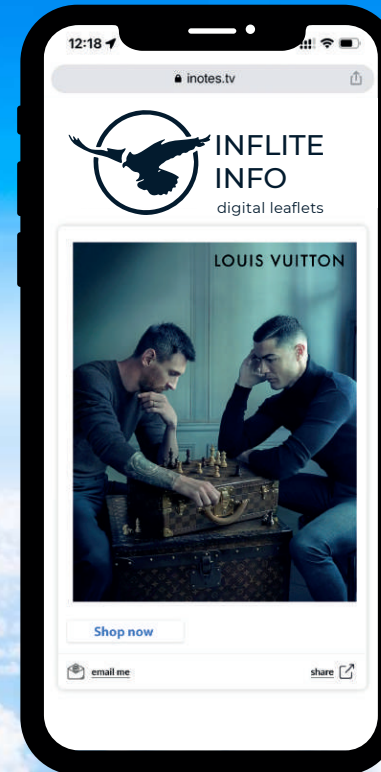


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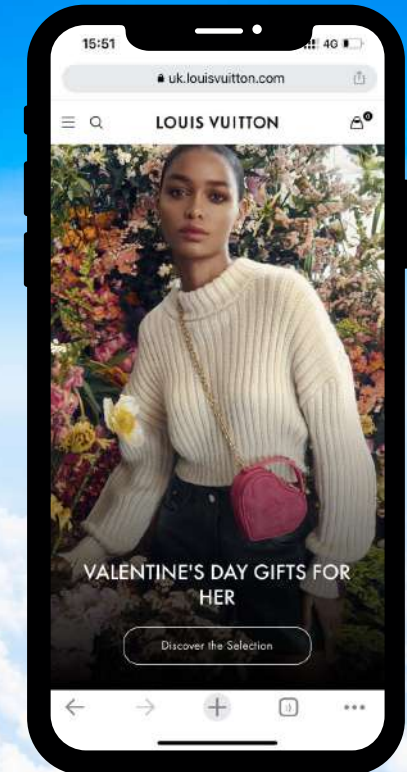


Eye contact with ad on the screens

QR code scanning in waiting areas

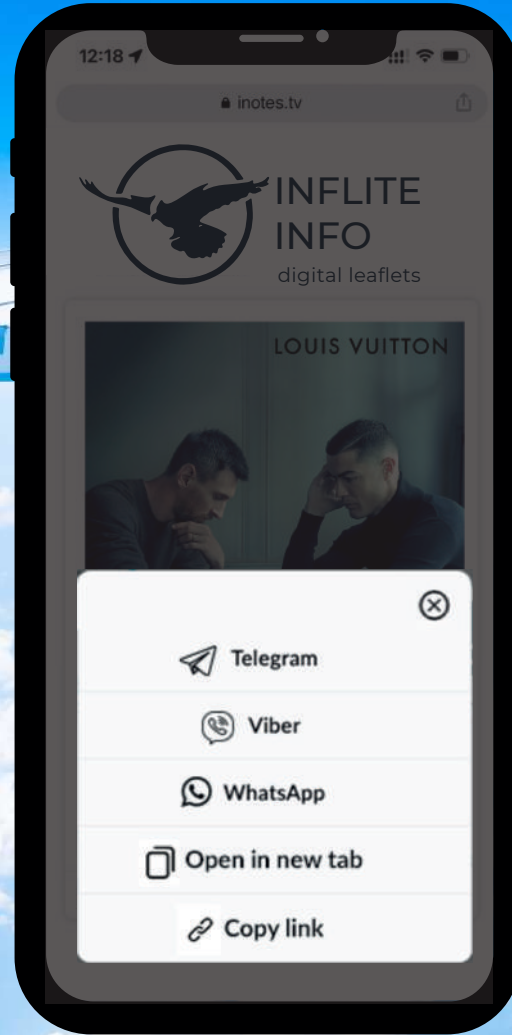
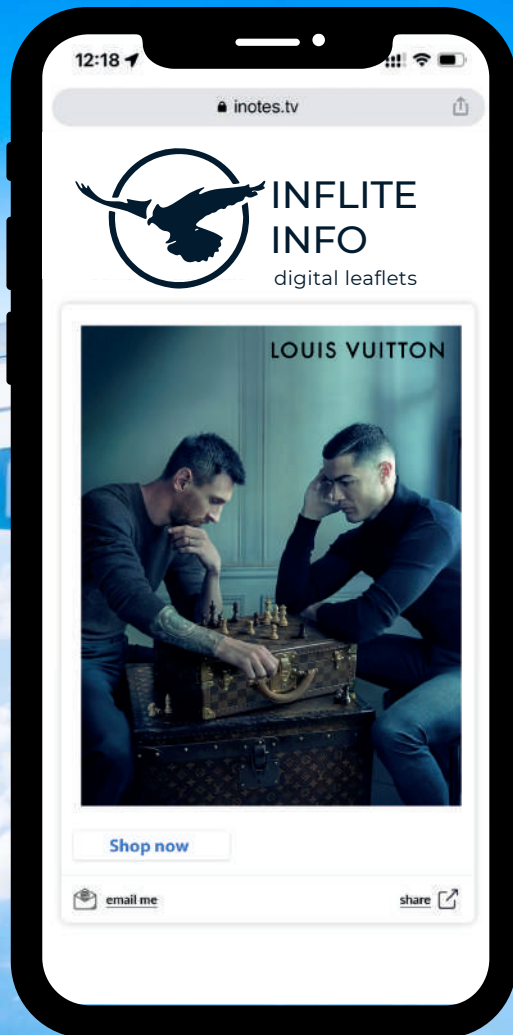


Smartphone interaction & browser opening



Client's website

*Horizontal screen placement possibility



- ✓ Accepted by all browsers
- ✓ No app needed
- ✓ Mobile-first UI/UX
- ✓ Save all usefull info in your smartphone



Try it now!

Advertising campaign within 36 hours

from idea to execution



Receiving digital
promo material
from client/partner



Motion graphics
+
web publishing



Own cloud



Client's web leaflet published

Partner's support by Identity Invest



Online control of all servers, remote content updating and software settings



A call center is available to inform us of any malfunctions (from 8:00 to 20:00, 7 days a week)



Own code. Continuous software products improvement



Monthly video content production for the partner



Monitoring advertising campaigns through our own cloud storage, as well as storing impression reports



Media agency services

Win-Win strategy

competitive advantages and responsibilities for each stakeholders



- ✓ Zero-cost corporate communicational channel with the clients (20-50% of airtime for corporate news and services)
 - ✓ New business opportunities and non-aviation revenue (50% from any advertising contract)
 - ✓ FBO's visitors receive positive emotions, more useful information and better customer experience while waiting
 - ✓ Technologically advanced, fast and eco-friendly media channel for luxurious brands
-
- ✓ Providing screen spaces, the internet connection and power supply



- ✓ New business opportunities & profit areas (50% from any advertising contract)
 - ✓ Building long-term partnership
-
- ✓ 100% investment (screens, infrastructure, software)
 - ✓ Media agency services, tech support and content production for the partner



Thank you for your attention!



12:10
Feb, 24

tomorrow's London weather



+3...+10

\$ 0.83
€ 0.90
£ 0.90