

puccini

**BROADCAST YOUR MESSAGE**



## New media – are you up to speed?

The media and communication world has undergone radical changes over the last decade.

Increased interactivity and the need for information at every imaginable moment explain the deluge, and the popularity, of new applications and technologies. All of which have contributed to the transition from the traditional channels to the need for more personal ways of communication.

That this trend has an impact on the way how both businesses and advertisers work is obvious. Traditional models for information and advertising seem inadequate or completely out of date; the 'one campaign fits all' approach no longer works, resulting in serious consequences for matters such as effectiveness and reach.

The modern day expectation is that people want to be informed when there is a need for information; no longer do they expect having to wait or to go out and search for it. We can already see this 'here and now' mentality developing all around us: using your mobile to read e-mails or to keep up to date with the stock market has become widely accepted. Our GPS helps us to avoid traffic jams and road works, our digital recorder skips commercials and leaves it up to us to decide what it is we want to see. In short, end users have taken back control and choose what information they want, where and how.

It seems something of a paradox: all these new technologies making it possible to reach a lot of people fast, easily and cheaply, but at the same time the same technology is making it hard for anybody to convey a focused coherent message.

This is where Placid can help, by providing you with a modern and attractive channel via which you can broadcast your own information in an optimal way without having to compete for attention with others. This guarantees you an outstanding reach with a magnificent result.



## Placid

**Placid is a new way of communicating and advertising**, enabling you to deliver all your messages, notices or adverts instantly at any well-attended visible place in your organisation, town, shop or business at any time.

The basic principle is simple: using a **pc** connected to the internet, you can decide, **fast and easily**, what information you want to present at your chosen locations by making use of our **secure and user-friendly online application**. Your message appears when you want it to on the displays of your choosing (LCD, Plasma, computer or TFT). These can be newly installed screens, but you can just as well use screens that you already own and up until now have only been used in a passive way

**Placid** enables you to reach employees, potential clients or passers-by whenever they find themselves at your location where their ability to absorb information is maximized. **You choose** what information will be offered where it is most **useful**. Your sales or information point acquires a high-value and attractive **communication channel** that catches the attention and through which you can broadcast your **message** even more effectively.

With **Placid** you address each of your target groups **personally**, addressing their particular **needs** when they are most responsive. It is not possible to achieve this type of dynamic communication using the traditional posters, flyers or billboards. By combining high **visibility** with an **individual, flexible** approach, **Placid** ensures a maximum return on your marketing or information campaign.

Naturally the information on display is an important factor in the success of your info channel. This is why Placid offers much more than merely running presentations or displaying billboards. **Placid** aims to provide **high quality dynamic images** at the right time, images that immediately appeal, inform and **convince** in an attractive, targeted matter.

**Placid** broadcasts your information **quickly and efficiently** to each chosen visible location with immediate **results**. You decide what is shown, where and when. A tangible, measurable **success formula** close at hand for a fraction of the cost of traditional media



## Examples

### Successful business in Brussels

As a successful entrepreneur, you have several points of sale: in different parts of the city, the country or even world-wide. Your promotions need fast, targeted publicity, rapidly visible to all your potential clients. Using our system you can centrally control the introduction, adaptation and fine-tuning of the content that appears on your screens: with just one click off the button the desired information appears simultaneously at all your sites.

### Town

A town in West Flanders wants to improve on its internal and external communications. To optimize internal communication they chose to install displays in a number of departments. The town also wants to do a better job in communicating to the public directly. By doing this, they hope to maximise the reach of their information and increase the involvement of residents. Displays are located at busy public spaces and used to provide information about government services, opportunities for participation, sporting or cultural events, local news and happenings. The town manages the info and decides what is shown, when and where.

### B2B new product launch

Enterprise X, based in Kortrijk with sites in various cities in Belgium is launching a new product. All the company's sites invite their best customers to take part in the product launch preview. Not only does the high-tech and outstanding professional setting provide obvious added value, but all clients also have the impression that they are sitting front row for this exclusive premiere.

## Fitness centre in Bristol

Keeping fit is becoming increasingly popular. The figures show that a growing group of the over-40s are happy to spend a few hours each week working out. From personal experience it is clear that this group doesn't always pay much attention to the busy music videos shown at the centre.

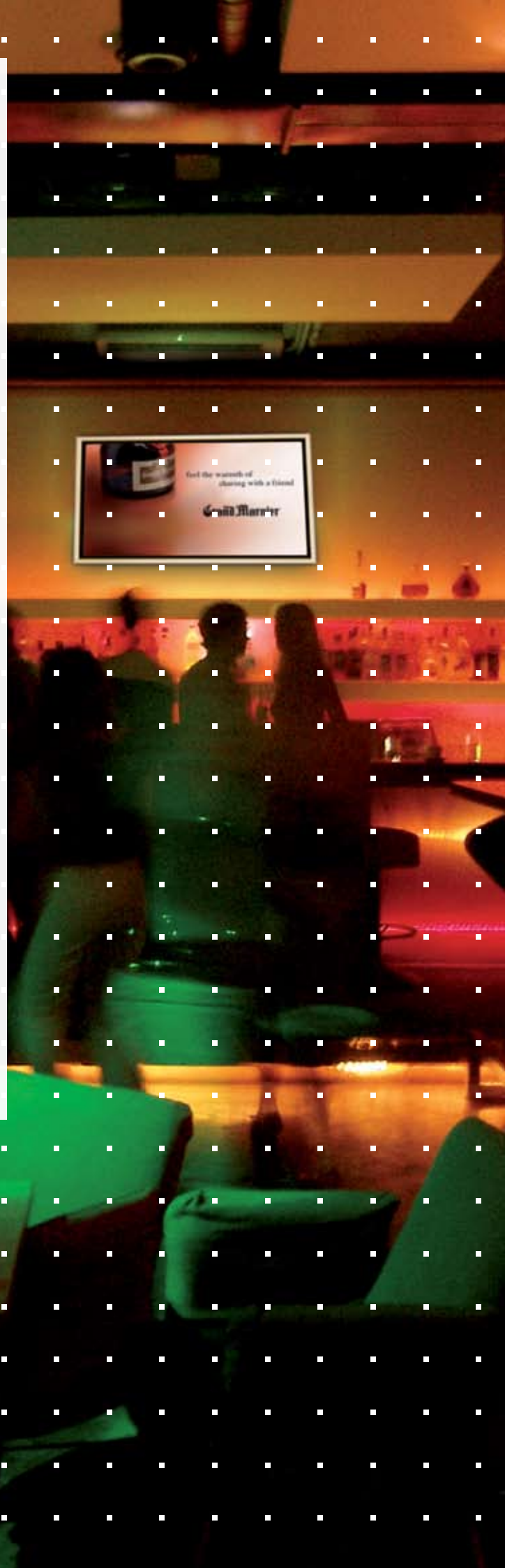
The owner recognises this problem and immediately sees possibilities. He installs Placid. After which, the music videos on certain selected screens are replaced with own content: relevant information, health advice, special promotions, advertising for the extra spinning sessions and the homemade protein shakes.

## Bar in Seattle

A bar in Seattle is mainly visited during daytime by people working in the nearby law courts: officials, lawyers, administration staff, etc. In between court sessions, they drop by for a quick snack or a short break and a cup of coffee. In the afternoon the bar is a meeting place for high school and university students. In the evening the music is turned up some and the bar is frequented by young people who come in to drink a pint and play a game of snooker.

Using Placid you can adapt your communication and promotions to these different target groups and address their particular concerns. You can create a calm and business-like atmosphere at midday and advertise snacks on the screen; whereas in the evenings things can be a bit more relaxed and you can advertise your fabulous cocktails.

All your customers get the messages that suit their profile the most, while you create an atmosphere that fits in with their own environment. All these - intrinsically often very different - target groups feel at home and are addressed in the most appropriate way.





#### Placid D+

Placid D+ allows you to manage and control your screens and information in a secure and user-friendly matter. Anyone with authorized access to your Placid D+ environment can update albums and start planning slideshows in an intuitive and straightforward way so they can be seen immediately at each of your locations.

Placid D+ is a new generation web application which combines ease of use, security and efficiency in an attractive package enabling you to bring your displays to life instantly!

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