

CartMedia™

Mobile Interactive Narrowcasting Solution

CartMedia is the ultimate in in-store advertising. A solution that provides a win win win outcome for retailers, Advertisers & customers

Revenue generator for Retailers

Retailers win by generating additional revenue through paid-for advertising and increased sales volumes – North American retailers generated \$200M in additional revenue through in-store networking marketing in 2005.

Advertisers increase sales

CartMedia is a new and highly effective marketing channel for advertisers to connect interactively with their customers

New customer shopping experience

Customers gain a new shopping experience through greater awareness of discounts, specials, and in-store services - 78% of surveyed customers view in-store fixed-display networks favorably, 70% see the information as very valuable

Enquiries

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CartMedia is an *electronic Point of Decision* marketing system that places paid-for product advertisements on a retailer's shopping cart at the point when the customer is in reach of the product

The Customer interactive touch screen media player allows advertisers to air marketing media when the customer is within reach of the advertiser's product. Customers can interact with the media to locate store specials, product related information & store customer service announcements

CartMedia™ is the next generation in Wireless in-store digital signage

<http://www.forestechnologies.com>

CartMedia Player

- ◆ Rechargeable
- ◆ Retrofits any Cart
- ◆ Interactive touch screen
- ◆ Full AV capability
- ◆ Ruggedized shell

