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Content

DON'T LEAVE INFORMATION TO CHANCE

ALL ABOUT

BRANDED TRAVEL

ENTERTAINMENT + INFORMATION

AKTIVE

MARKET RESEARCH

WHAT KIND OF COUCHPOTATOE ARE YOU?



QUESTION:

HOW DO YOU SPEND YOUR TIME MAINLY  
ON A MORE OR LESS LONG TRAIN TRAVEL?

a) WORKING

b) RELAXING

# BODDY LANGUAGE

BODDY LANGUAGE

COUCHPOTATOES  
LEAN BACKWARD

DESKTOPPOTATOES  
LEAN FORWARD

## DESKTOP POTATOES

BODDY LANGUAGE : LEAN FORWARD

TYPOLGY : ACTIVE = \_\_\_\_\_ %

## COUCHE POTATOES

BODDY LANGUAGE : LEAN BACKWARD

TYPOLGY : PASSIVE = \_\_\_\_\_ %

## DESKTOPPOTATOES

BODDY LANGUAGE : LEAN FORWARD

TPOLOGY : ACTIVE

PRODUCT VALUE : B2B

EXPECTATIONS : INFORMATION:

- GSM
- E-MAIL
- CHAT
- DATA EXCHANGE

## COUCHPOTATOES

BODDY LANGUAGE : LEAN BACKWARD

TYPOLOGY : **PASSIVE**

PRODUCT VALUE : B2C

EXPECTATIONS : **ENTERTAINMENT:**

- PUBLIC  
INTEREST
- COMMERCIAL  
PRESENTATIONS
- FILMS

STATEMENT # 1:

DESKTOPPOTATOES  
LEAN VORWARD  
FOR INFORMATION

COUCHPOTATOES  
LEAN BACKWARD  
FOR ENTERTAINMENT

BUT

THE MORE SERVICES OFFERED  
THE MORE  
ORIENTATION BECOMES ESSENTIAL

STATEMENT #2:

DON'T LEAVE INFORMATION TO CHANCE  
HOWEVER YOUR CUSTOMERS TRAVEL  
YOU  
SHOULD KEEP THEM INFORMED

# BRANDED INFO-TAINMENT





TRAVEL INFORMATION AND PREVIEW EXTENSION  
- ADVANCED FUNCTIONS, EASY TECHNOLOGY -

DATE AND TIME RELATED PLAYOUT

PLUG AND PLAY

COMPACT SIZES

ON DEMAND PLAYOUT

ANY SCREEN PLAYOUT

PAY PER VIEW PLAYOUT

INSTANT ON-OFF FUNCTIONS

EFFECTIVE PASS BY SITUATIONS

WIRELESS INSTANT TEXT MESSAGING

GPRS WIRELESS CONTENT MANAGEMENT

WELCOME ABOARD:

TAKE A STROLL ON THE WILD SIDE AND  
DISCOVER WHAT`S GOING ON  
WHERE AND WHEN

- DISCOVER THE ACTION -

WELCOME ABOARD



NEWS  
PROMOTION  
TRAVEL UPDATES  
ACTIVITY PLANNING  
BUSINESS INFORMATION  
LOCATION INFORMATION  
DESTINATION INFORMATION  
MUSIC AND VIDEO ON DEMAND

WHO COULD BE YOUR CONTENT COPARTNER:

NEWS NEWSPAPER

PROMOTION CONSUMER INDUSTRY

TRAVEL UPDATES INHOUSE

ACTIVITY PLANNING TOURIST INFORMATION

BUSINESS INFORMATION NEWSPAPER / PR

LOCATION INFORMATION INHOUSE / TOURIST

DESTINATION INFORMATION INHOUSE / TOURIST

MUSIC AND VIDEO ON DEMAND FULFILLMENT HOUSE

CASE SAMPLE #1

OBJECTIVE: NEWS WITHIN SECONDS

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CASE SAMPLE #1

OBJECTIVE : INFORMATION WITHIN SECONDS

Solution : GSM/SMS NEWS -TICKER

- FAST
- EASY
- SAFE



KIND OF NEWS : - NEWS OF THE DAY  
- TRAVEL INFORMATION  
- PROMOTIONAL OFFER

CASE SAMPLE #2

OBJECTIVE: TOURIST INFORMATION

CASE SAMPLE #2

OBJECTIVE : TOUR INFORMATION

Solution : GPS RELATED PLAYOUT  
FOR EFFECTIVE PASS BY  
SITUATIONS



WELCOME TO KOLOGNE  
NEXT TRAIN  
TO FUNTOWN

KIND OF INFO : TOURIST INFORMATION  
NEXT STOP INFORMATION  
SERVICE INFORMATION  
REGIONAL ADVERTISING

CASE SAMPLE #3

OBJECTIVE: PAY PER VIEW

CASE SAMPLE #3

OBJECTIVE : PAY PER VIEW

Solution : GSM/SMS PREPAYMENT  
AUDIO/VIDEO ON DEMAND



KIND OF PLAY : 1. TRAILER ANIMATION

2. FILMSELECTION

3. PAY PER MOBILE PHONE

4. VIEW/LISTEN

CASE SAMPLE #4

OBJECTIVE: ACTIVITY PLANNING

CASE SAMPLE #4

OBJECTIVE : ACTIVITY PLANNING

Solution : GPS RELATED PLAYOUT  
FOR EFFECTIVE PASS BY  
SITUATIONS



KIND OF INFO : TOURIST INFORMATION  
NEXT STOP INFORMATION  
SERVICE INFORMATION  
REGIONAL ADVERTISING

CASE SAMPLE #5

OBJECTIVE: PRE-SCEDULED-PROGRAMS

CASE SAMPLE #4

OBJECTIVE : PRE-SCEDULED PROGRAMS

Solution : PLAYLIST RELATED PLYOUT  
OF AUDIO/VIDEO CONTENT + RADIO  
+ GPS RELATED PLYOUT



KIND OF INFO : TOURIST INFORMATION  
NEXT STOP INFORMATION  
SERVICE INFORMATION  
REGIONAL ADVERTISING

THE RIGHT DECISION

Internet?

Entertainment?

Information?

THE RIGHT DECISION

YOUR DECISION

THE RIGHT DECISION  
YOUR DECISION  
...but we can help

PROVIDORS OF Tailor made SOLUTIONS:



+



Technology by  
**MEDIEN-TECHNIK FILMKONTOR  
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KG**

THANK YOU

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...SEE YOU TONIGHT

