

# REACTRIX



## The Reactrix Advertising

The advertising's ability to capture attention and spur real brand involvement has been almost non-existent. In response to the lack of audience brand involvement in traditional media, we created Reactrix - the first out-of-home advertising vehicle that allows for true brand interaction with its audience.

Reactrix creates highly entertaining branding experiences that are projected in public spaces. These advertisements respond to the physical movements of the audience and engage them in true brand interaction. The result for the brands that are the subject of "brand play" is unprecedented brand name recall, enormous purchase intent, and message delivery recall that is astonishing. In fact, this new media form actually keeps people's attention longer and creates more memorable brand messaging than any other out-of-home venue, as well as most television commercials.

The phenomenon is really quite simple to understand: People respond to us because we respond to them.

Reactrix has higher consumer engagement than any other advertising media available today.

## Nothing Works Like Brand Play.

## The Reactrix Media Network

Advertisers generally use the Reactrix Media Network to add an engagement component to existing ad campaigns, to support launches and special situations, and to activate the consumer's buying inclination at or near the point of purchase. The advertisers begin to benefit immediately from Reactrix technology's ability to create strong advertising recall, an increased likelihood to buy, and strong word-of-mouth promotion.

## About Us

The Reactrix develops and markets innovative reactive media solutions for advertising, retail, event, trade show and entertainment applications.

Combining digital image projection and visioning technologies, the company's proprietary system projects vivid, interactive branded images that instantly respond to people who walk by or gesture over the display area, creating an "immersive" media experience that makes floors, walls and tabletops "come alive."



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# The Reactrix System Configurations

The Reactrix is a new advertising platform that projects a video image onto a large media display on the floor, wall or table-top in high-foot-traffic areas of malls, theaters and other retail locations. The brand image responds and moves in concert with consumers' physical movements. As consumers pass over the media display, the Reactrix system senses their presence and reacts to their movements and gestures with a variety of special effects, transforming advertising into an interactive experience that is controlled by the consumer.

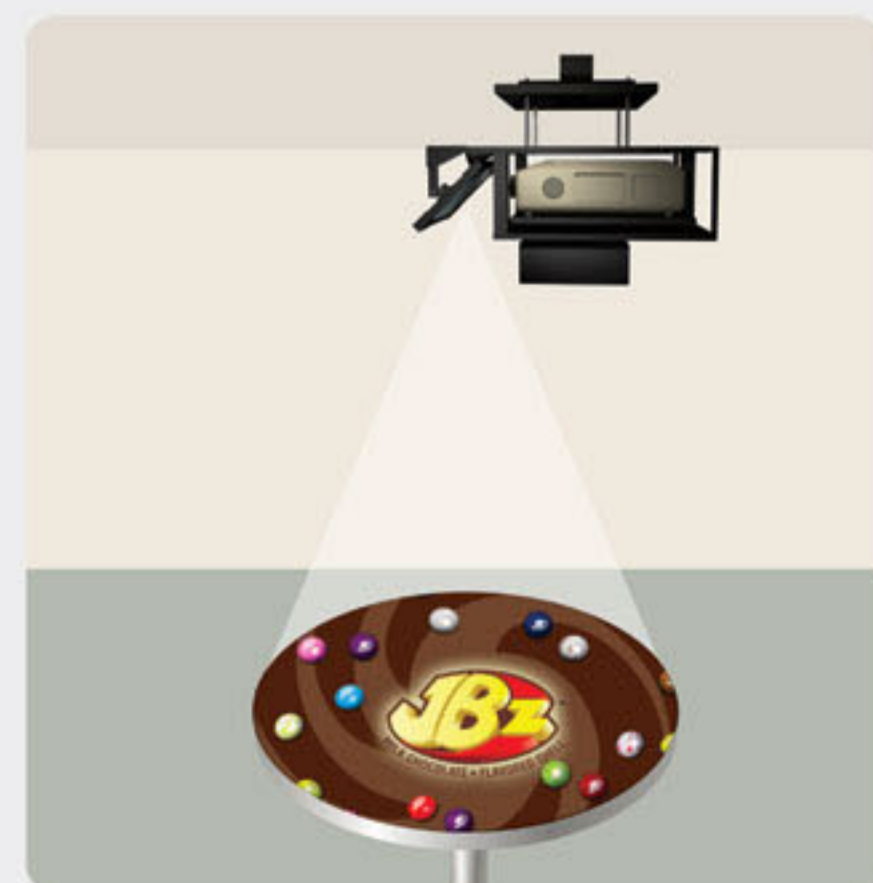
## Floor Display



## Wall Display



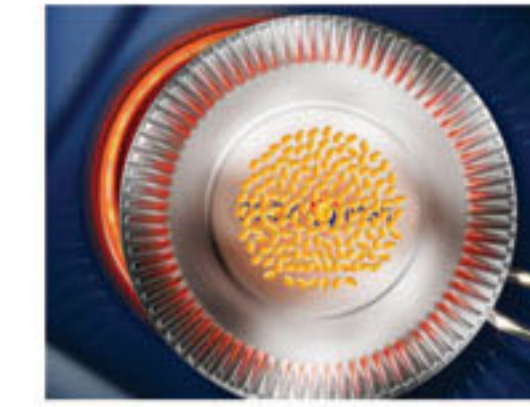
## Tabletop Display



## Portfolio Sample

Multiple theme and game contents

More effects are available



Scatter

Scattering the contents of boxes by touch



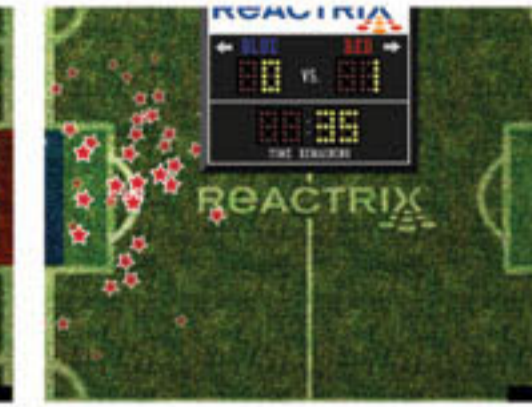
Electricity

Electric effects by touch



Soccer

Cyber soccer game with automatic score board.



Flame

Moving the Flame image by touch



Phys

Moving bottle caps by touching on the water effect



Whack-A-Mole

Cyber Whack-A-Mole games



Wipe

Transforming the images by wiping motion



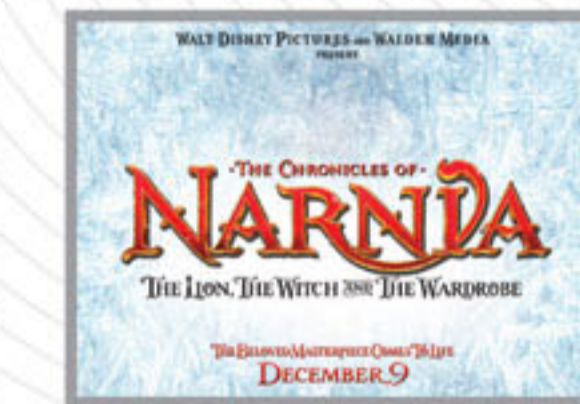
Warp

Warping by touch



Pinball

Moving balls by touch, just like pinball game



Ice Break

Appearing the back-screen by crashing the superficial-ices



Application Game

Cars going forward by touching the below buttons on left and right



Application Game

Point up by receiving any jewels in treasure box



Tile Flip

Rotating and changing the tiles' images by touch



Raceway

Car racing game by touch

