CartMedia™

Executive Summary

In-store Network electronic Point of Decision Marketing System

CartMedia™ is an exciting new location-specific advertising distribution system for in-store network narrowcasting that *"places product advertisements in front of the customer while the customer is in front of the product"*.

This highly targeted electronic "point of decision" in-store network marketing system physically tracks its location in the store to synchronize product advertisements with product locations. CartMedia is a Win-Win-Win in-store narrowcasting marketing system where;


CartMedia Instore Mobile Network Narrowcasting

The moment you want to advertise is when the customer is in reach of your product

Today's special
only 99c

- ❖ *Advertisers win* with a highly focused and targeted marketing system that places their product advertisements in front of the customer while the customer is in front of their product! Ceiling mounted displays boost brand purchase decisions from 4% to 15%...imagine what our mobile location specific advertising system can achieve.

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- ❖ **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 marking in 2005.

- ❖ **Customers win** 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

CartMedia™ System Overview

Monitor charging station

Inductively charged monitor

Ceiling mounted nodes

AC Supply
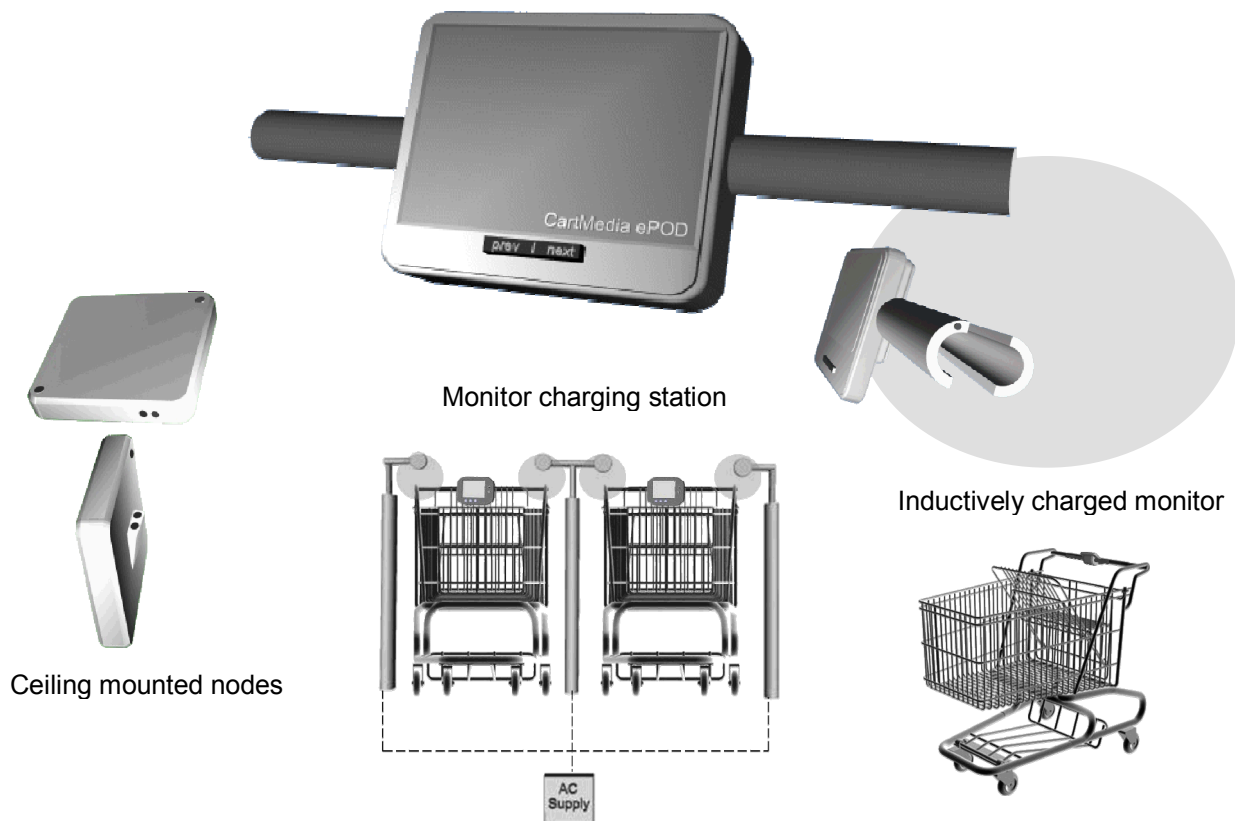
CartMedia is a complete marketing system comprised of cart-mounted Players, Wireless Network System, Player Recharge System, and Local & Enterprise Advertisement and Management software. CartMedia is easily retrofits into existing retail outlets and shopping cart inventories, and can serve as the primary in-store narrowcasting system or can extend the reach of the retailer's existing system.

For additional information contact sales@forestechnologies.com or see www.forestechnologies.com