



If content is king, consider us the gatekeeper to the castle.

Mill Creek Shoppe

Mill Creek Shoppe provides a unique, upscale shopping experience to the end users of digEcor's portable inflight entertainment products while onboard our customers' airplanes. We invest the time and resources to seek out quality vendors to supply unique, high quality products. The digEplayer is able to capture sales in-flight through the built-in credit card swipe. As a natural extension of offering shopping onboard, we are happy to offer a similar shopping experience to consumers on the Internet.



MILL CREEK SHOPPE

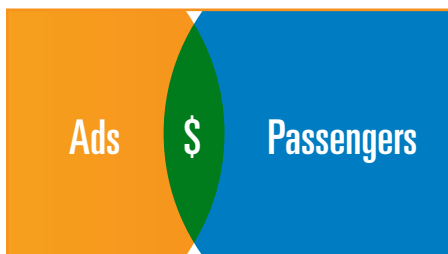
Providing 1st Class Content

Instead of paying for multiple markups in the content sourcing, encoding and integrating process, digEcor handles it all to keep your costs down and quality up.

Sony
Buena Vista
Fox
Cinesky
Jaguar
BBC
CNN
Hawar
A&E
TWI
HBO

Warner Brothers
Universal
Entertainment in Motion
Captive Entertainment
Roadshow Pictures
CBS Studios International
Discovery
Inflight Dublin
National Geographic
The History Channel
Rooftop Comedy

➤ **Speak with a representative today!**



➤ In-flight entertainment has long been a cost center and it is time to turn it into a profit center.



➤ Adspot MX details at www.AdspotMx.com



➤ You specify how many ads to place on your IFE, and advertiser creates the ads and pays for the placement. You enjoy the revenues, the advertisers enjoy the exposure.



➤ Target your audience by income, geography, media content, or other dimensions.

Advertising Solutions

Due to the captive nature and uncluttered ad environment of flying, airline passengers are a unique, highly desirable group of individuals to advertisers. Research also shows that 50% of consumers who watch in-flight entertainment can recall specific ads. Advertisers are therefore willing to pay premium prices to place first rate advertisements.

Adspot Mx is an open and transparent marketplace

digEcor uses Adspot Media Exchange to facilitate the buying and selling of digital ads for placement on entertainment devices. Through the exchange, buyers and sellers are given the tools and controls to reach customers and maximize returns on every impression.

Benefits for Airlines

Adspot Mx simplifies your sales process, gives you complete control over to whom impressions are sold, what ads are run, and at what price. Also, the exchange reduces complexity and financial risk with a single billing payment point.

Benefits for Advertisers

Detailed reporting on key metrics such as page views, click throughs, etc. Also, you can reuse digital content from other campaigns to lower costs and improve overall campaign results.

➤ **Speak with a representative today!**