



# INTRODUCING SCAN

## Solara360 Captive Audience Network

### scan

verb \skan\

: to look at (something) carefully

: to look over or read (something) quickly

noun \skan\

: Solara360 Captive Audience Network

WE TAKE YOUR ADVERTISING TO YOUR  
POTENTIAL CUSTOMERS AND PLACE IT  
WHERE THEY CANNOT MISS IT.

YOUR ADVERTISEMENT WILL APPEAR AN  
AVERAGE OF 6,700 TIMES PER MONTH ON  
ALL HIGH-DEFINITION SOLARA360 SCREENS  
IN ALL THE LOCATIONS YOU CHOOSE!

SERIOUSLY POWERFUL ADVERTISING!

### AUDIENCE METRICS

Average Patron Dwell Time - 60-90 minutes

Aggregate Viewership - 150,000 'Captive Audience'

Patron Profile - \*Age 18-54, above average education  
dual income, mobile, more likely to buy 'new' products.

\*Nielsen

### MARKET ANALYSIS

- Digital Signage has a 47% effectiveness on brand awareness, increasing the average purchase amount by 29.9%.
- Recall rate of Digital Signage is double that of television.
- 89% of patrons say they viewed the screens in locations.

\*Nielsen