



## PRODUCT SHEET

### PIXMONITOR

PixMonitor is a portable multimedia system equipped with a high-resolution ACL screen that Pixman ambassadors carry on their backs. The PixMonitor screens sit high atop the ambassadors' shoulders, thus drawing more attention to your products at the strategic time and moment of your choice.

Because the device is carried by an ambassador who is trained to answer questions from passers-by, the PixMonitor – which can display video images and multimedia applications – facilitates interaction with consumers. It also has a powerful audio system and can function day or night. It provides access to a wide range of applications from such varied sources as DVD-video, CDs, Webcams, digital cameras, video games, computer software and camcorders.

#### USAGE EXAMPLES

- Brand activation for event or festival sponsorships
- Trade show kiosk promotion (car show, aeronautics show, etc.)
- Branded contest promotion
- New product and service trials (video games, satellite radio, Web sites, movie excerpts, samples, etc.)
- Flexible and mobile travel guides and tourist information booths
- Greeting and entertaining guests during special events (gala evening, corporate event, benefit concert, etc.)
- Conducting surveys on the streets, at seminars and conventions, etc.
- Presentation of slogans and candidates during political events

#### BENEFITS

- Superior power of attraction vs. traditional brand ambassadors
- Direct contact with consumers who experience the product
- Exceptional and dynamic visibility for your brand or product
- Higher brand retention achieved thanks to the power of the concept
- Quantifiable and measurable results
- All-inclusive, completely adaptable product (branded backpacks, customized screen frames, costumes, staging, choreography, URL display, brand display)
- Exclusive design and patented concept

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EXPERIENTIAL





## QUANTIFIABLE AND MEASURABLE

Pixman Nomadic Media products offer measurable performance results. For each promotional campaign, advertisers can request a detailed report that includes the following:

- Number of impressions (i.e. number of people who saw the campaign)\* \*
- Number of interactions (i.e. number of people who interacted with the brand ambassadors)\* \*
- Number of samples distributed (if applicable)
- Campaign photos for each location and date
- Campaign video\*
- Number of videos and photos exchanged with consumers (if applicable)
- Consumer data and profiles (if applicable)

### Product Information

15 to 17 in. LCD Monitor (38 x 43 cm)	Powerful audio stereo system (2 x 20W)
High brightness & sun readable display	DVD-video
Format 4:3	Weather resistant

### Optional Applications \*

Sampling & distribution	PixPic & PixMosaic
PixCapture	PixGaming
PixWeb	PixTagging

### FOR MORE INFORMATION:

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### ABOUT PIXMAN NOMADIC MEDIA

Pixman Nomadic Media Inc. ([www.pixman.com](http://www.pixman.com)) is a Montreal-based tactical marketing company. The foundation of Pixman's business, through its wholly-owned subsidiaries Pixman Corporation, Pixman Europe S.L. and Pixman U.S.A. Inc., is the Pixman® patented wearable multimedia system worn by brand ambassadors. Pixman creates innovative technology-based marketing experiences that bring new ways to promote brands, products and services. Pixman provides turnkey media services throughout North America and Europe, and licenses its products to partners active in over 26 countries around the world. Pixman is listed on the TSX Venture stock exchange ([www.tsx.com](http://www.tsx.com)) as "PMN".

\* Additional costs may apply. For more information, please contact your account manager.

\*\* Estimations.





## PRODUCT SHEET

### PIXPROJECTOR

PixProjector is a portable multimedia projection system. It's perfectly mobile and allows Pixman ambassadors to walk through crowds of passers-by at the time and location that are most appropriate for your product. By projecting your images and video clips on walls, sidewalks or any other available surface, PixProjector invites consumers to interact with your brand ambassador.

PixProjector is also equipped with a powerful audio system and designed to project images from a wide range of sources, including DVD-videos, CDs, digital cameras, Webcams, video games, camcorders and more. It performs at its best in softly lit environments.

#### USAGE EXAMPLES

- Movie openings and movie trailer projections
- Promotion and trial of new products (beer, soft drinks, gadgets, etc.) in nightclubs or night-time events
- Promoting shows, events or contests, e.g. outside a bar or casino
- Brand activation for event or festival sponsorships
- Greeting and entertaining guests during a gala event or special celebration

#### BENEFITS

- PixProjector is spectacular and has enormous drawing power
- Ambassadors establish direct contact with consumers
- It's mobile and flexible enough to reach consumers wherever they are
- Achieves greater visibility for your brands and products
- Exponentially increases brand or product retention
- All-inclusive, yet totally adaptable (branded backpacks, customized screen frames, costumes, staging, choreography, URL display, video and brand display)

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- Campaign video\*
- Number of videos and photos exchanged with consumers (if applicable)
- Consumer data and profiles (if applicable)

### Product Information

Projection of 10'x10' (3,05m x 3,05m) at the maximum distance	DVD-video
High Brightness (1100 lumens)	Powerful audio stereo system (2x20W)
Weather resistant	

### Optional Applications \*

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PixCapture	PixGaming
PixWeb	PixTagging

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## APPLICATION SHEET

### SAMPLING & DISTRIBUTION

#### MAN AND TECHNOLOGY IN PERFECT SYMBIOSIS

Mobile, dynamic, versatile: Pixman products are much more than a technological concept. Endorsed by brand ambassadors, they are a prime example of how human beings and technology can come together in perfect symbiosis. Their proximity and timeliness will give your promotional campaigns and events a human dimension like no other product.

#### DIRECT CONTACT

Pixman ambassadors have mastered the art of strategic on-site positioning in order to make contact with as many people as possible. As soon as these ambassadors get the attention of passers-by, they seize the opportunity to distribute your promotional material, i.e. samples, coupons, flyers, etc. The Pixman approach is fast and efficient, and thanks to our unique visual presentation, we can guarantee a rate of retention that's superior to other promotional methods that rely on brand ambassadors only.

#### EXPERIENCE MEANS RESULTS

Pixman dispatches seasoned event coordinators to represent you and verify that each brand ambassador achieves optimal visibility. Our goal is make sure we reach your promotional-material distribution objectives.

#### SAMPLING & DISTRIBUTION EXAMPLES

- Product samples
- Contest entry forms
- Retail coupons
- Promotional flyers
- Promotional bags and items for trade shows
- Tourist maps
- Electronic media (CD, DVD, etc.)
- Promotional gifts

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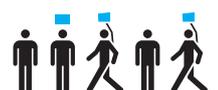
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# APPLICATION SHEET

## PIXPIC & PIXMOSAIC

### LET YOUR CLIENTS BE THE STAR

PixPic and PixMosaic are two original applications developed by Pixman Nomadic Media that put your clients in the spotlight. Willing consumers are photographed by a Pixman ambassador, and the photos are then projected onto a giant screen (either on-site, on another street, or in another city), inserted in a Web site or sent to the participant's e-mail address\*.

### PIXPIC CATCHES YOU ON THE FLY

PixPic technology allows the Pixman ambassador to create digital images and display them on the Pixman screen in a few seconds. When they see their photos displayed in real time, your clients will feel like celebrities and they'll be delighted to receive their new picture – or even send it to a loved one – by e-mail\*.

### PIXMOSAIC: SHARING THE FUN

PixMosaic encourages consumers to release their creativity by engaging in a huge collective mosaic. Photos taken by the PixPic application are displayed on a giant screen, on a Web site or even on other PixMonitor screens related to your campaign.

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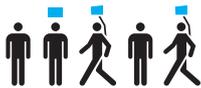
INTERACTIVE

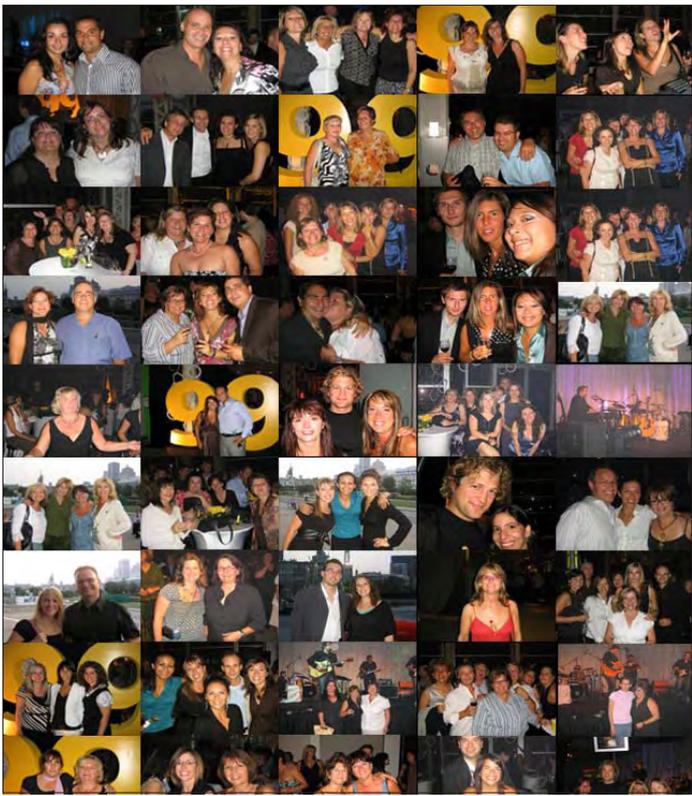
EXPERIENTIAL



### USAGE EXAMPLES

	PixPic	PixMosaic
Conventions and Conferences	At the entrance or inside	At your kiosk
Bars and Nightclubs	On the dance floor, among the crowd	On video screens, on your Web site
Businesses	At the entrance or inside	On an indoor screen, on your micro-site





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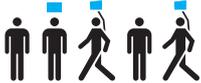
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\* Emails can only be sent when the PixPic application is used with PixCapture.



## APPLICATION SHEET

### PIXCAPTURE

#### PIXCAPTURE...VALUABLE DATA

Just like the name says, the PixCapture application offers an exciting new tool to captivate consumers and capture indispensable product marketing information. With its 100%-electronic data entry interface branded with your visual identity, PixCapture obtains and compiles all the data you need to monitor your promotional campaign.

#### TAKING INFOTAINMENT TO THE NEXT LEVEL

PixCapture is based on a simple concept: by making data collection more entertaining, we can hold consumers' attention longer. That's exactly what Pixman ambassadors achieve by greeting people and inviting them to play an interactive game. The ambassador then moves through the crowd and collects the answers from the participants, who are all too willing to play along. And you'll reap the rewards through their prolonged exposure to your interactive ad.

#### USAGE EXAMPLES

- Building databases using phone numbers, e-mail addresses, etc.
- Collecting demographic data
- Signing people up for games and contests
- Conducting surveys
- Playing trivia games on Pixman screens
- Signing e-petitions
- Playing interactive games

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## APPLICATION SHEET

### PIXGAMING

#### PIXGAMING LEAPS OFF THE SCREEN

Installed on a Pixman platform, PixGaming is a unique mobile application that never fails to fascinate passers-by of all ages. By combining PixGaming with their own products, video game developers and manufacturers can multiply their chances of attracting attention to their products. It makes consumers both captivated and captive, as they are invited to live the ultimate video game experience on the spot.

#### AS IRRESISTIBLE AS YOUR GAME

Pixman ambassadors bring the PixGaming application to target audiences who are looking for a memorable gaming experience. While the players do their thing, the crowd observes, makes comments and cheers for more. The PixGaming effect is immediate, and it works its magic whether you're promoting your brand new video game or another, unrelated product.

#### PRECIOUS DATA

Thanks to PixGaming and our Pixman ambassadors, you'll immediately collect spontaneous reactions from your potential clients, in addition to crucial data to help you enhance your marketing strategy. With PixGaming, you'll always be ahead of the game versus the competition.

#### USAGE EXAMPLES

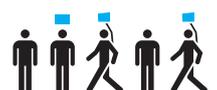
- Launch or promotion of new video games or consoles
- Testing and research for the development of new games
- Sponsorship activation for game developers or console manufacturers
- Trade show kiosk promotion for game developers or console manufacturers
- Event entertainment



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## Compatible Game Platforms

- Nintendo Wii
- Nintendo Gamecube
- Sony Playstation I & II
- PC's
- Mobile Phones

## Available on the following products

- PixMonitor
- PixProjector



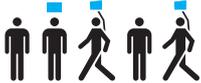
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## APPLICATION SHEET

### PIXTAGGING

#### TAG, YOU'RE IT!

Multimedia PDAs and mobile phones have conquered consumers of all ages. Now, PixTagging lets you send files containing coupons, discounts, ring-tones and more to clients who pass near a Pixman ambassador. It's a great way to expand the reach of your promotional content and make your mark everywhere thanks to electronic transfers (Bluetooth or Wi-Fi) to your clients' handsets. For your ad campaigns, it's the only way to travel!

#### NO SURVEY REQUIRED

PixTagging technology objectively measures the number of transfers in a given period of activity. It can even tell you the type of phone used by consumers who accepted the transfers. So without having to conduct a survey, you've just acquired, in no time flat, precious data on the reach of your campaign and the relevance of your promotional approach. The Pixman ambassador will also supply you with a detailed efficiency report, upon request.

#### USAGE EXAMPLES

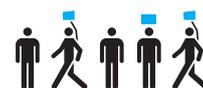
- Electronic distribution of advertising material
- Distribution of additional digital material (music, ring-tones, etc.)
- Retail promotional campaigns
- E-coupons
- Distribution of timetables (films, conferences, shows...)
- Contest clues
- Access codes to your Web sites



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## Transferable Content

Games  
 Ring-tones and MP3 audio files  
 Videos and animation  
 Coupons and entry forms  
 Images and screen-savers  
 Commercial software  
 Electronic agenda reminders  
 SMS messages

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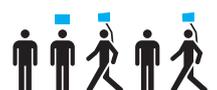
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### PIXWEB

#### YOUR MOBILE INTERNET STAND

Imagine an Internet stand that moves from place to place according to your promotional needs. PixWeb has now made this a reality, providing you with your very own mobile Internet station. Your clients and users will be delighted to learn – before anyone else – about the launch of a new instant messaging application or a new browser, and they'll be absolutely thrilled when they get to try it out on the spot, with technical support on hand!

#### THE PERSONAL APPROACH

Our Pixman ambassadors will make sure that PixWeb actually speaks to your clients. In fact, PixWeb is more than an ordinary stand: it's an open invitation for the public to try your new Web tools with helpful advice and guidance from a well-informed spokesperson. Via Internet or local network, PixWeb adds some spark to your Web site marketing and guarantees you wider visibility.

#### USAGE EXAMPLES

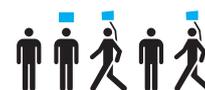
- New Web site launches
- Access to electronic maps
- Internet phone applications
- Online registration to various services
- Micro-sites
- Instant messaging (sending and receiving)
- Sending e-mails
- Assisted online demonstrations of new products and services



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