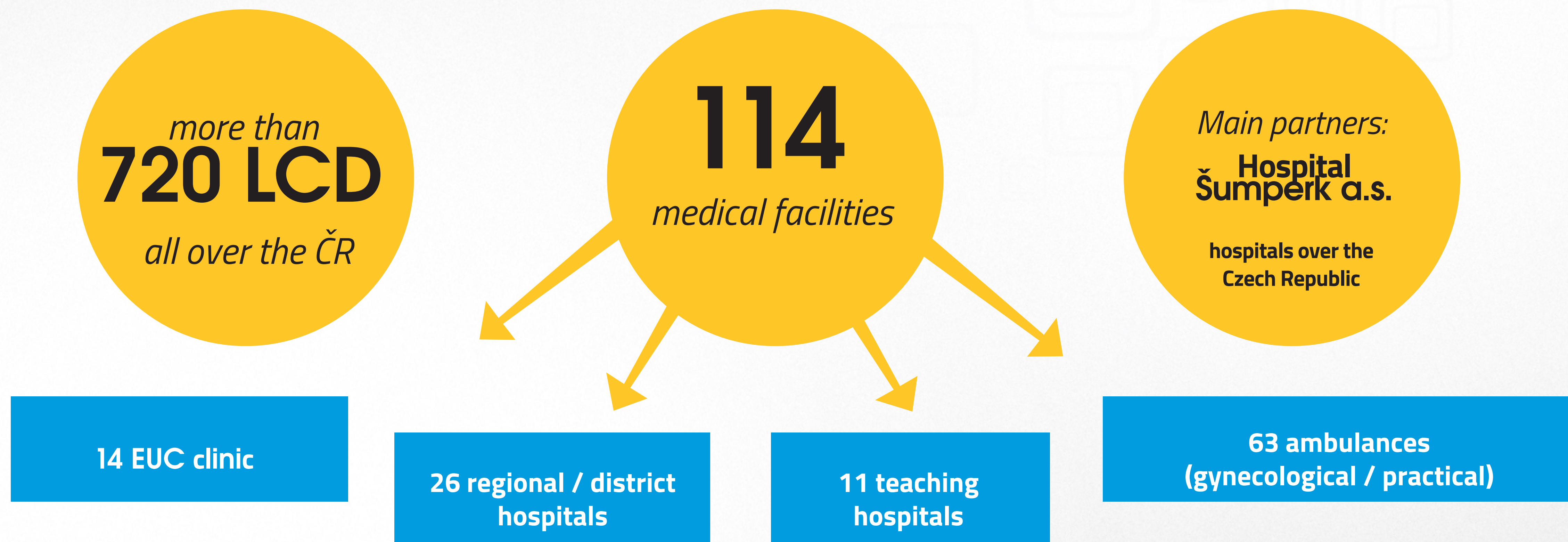


TV IN MEDICAL DEVICES

Advertising that makes sense



An ever expanding network of LCD TVs

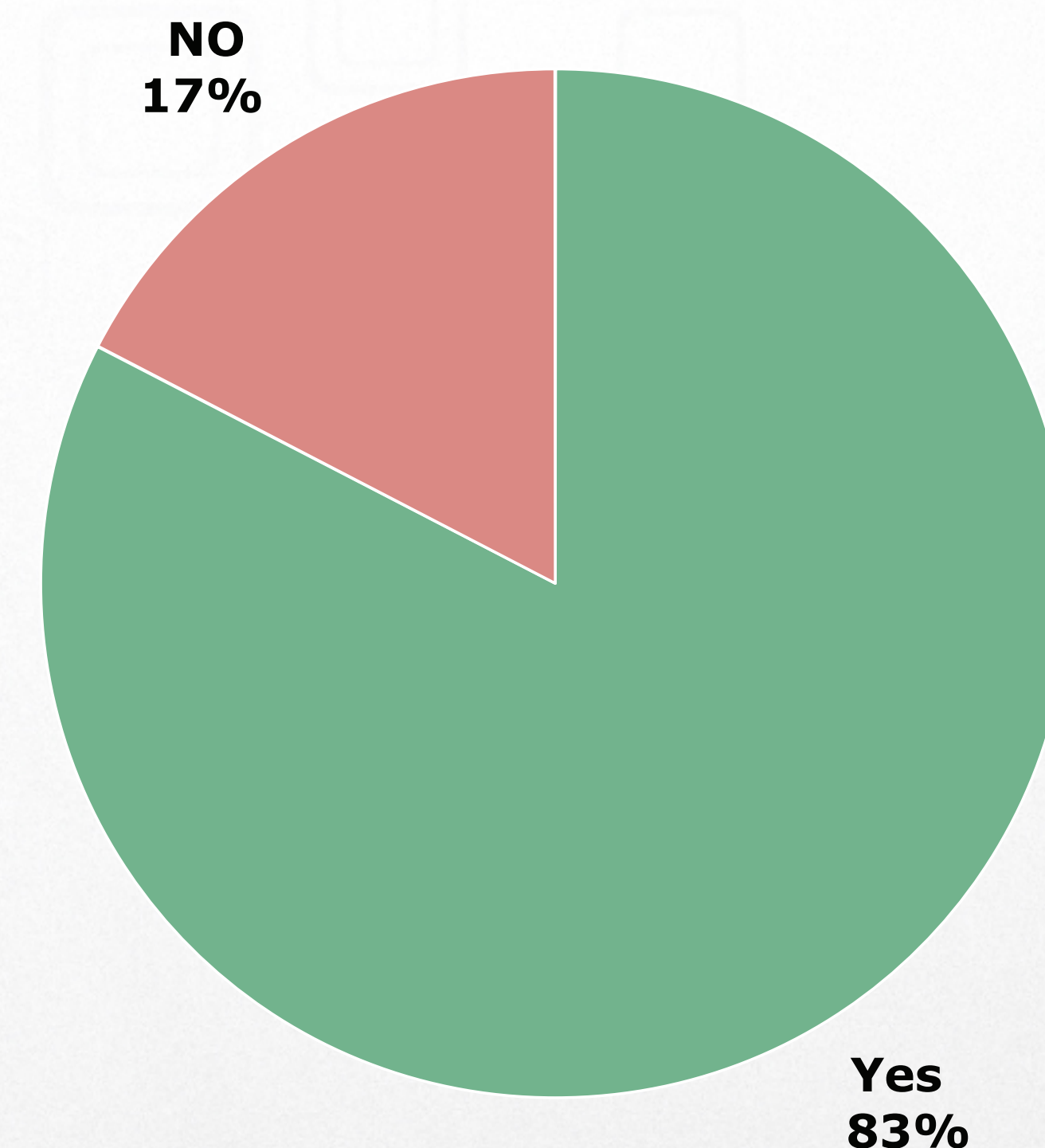


WHY ADVERTISING HERE ???

Did you watched this TV broadcast?

visitors who have registered the presence of screens in the waiting room,.

- *Effective and dynamic advertising medium with high efficiency that engages everyone*
- *Your ad can be seen up to 576,000 times in one calendar month across the country*
- *More than 720 advertising screens installed in waiting rooms of medical facilities in the Czech Republic*
- *Ability to quickly and operatively change ad content*
- *We will create your advertising spot own graphics*



COVERAGE MAP



- own LCD network
- contractual LCD network

Content scheme

**Unique
educational
videos on current
health issues**

**Information
messages of
health care
facilities**

**Advertising
and commercial
space**

Examples of installed LCD screens



ADVERTISING SPOT

Presentation:

- *display up to 4x per hour, spot length from 10 seconds, ie up to 800 views on 1 LCD screen per month*
- *The ad is displayed in full screen*
- *creative advertising and presentation options in the form of pictures or videos*
- *Content changes up to twice a month, always on the 1st and 15th of the month*

Technical specifications:

- *používáme výhradně profesionální LCD obrazovky určené pro tyto účely*
- *LCD obrazovky v provozu zpravidla 10 hodin denně (PO-PA, 7-17 hod.)*
- *vysoká svítivost a kontrast LCD televizí*
- *řízení obsahu a LCD obrazovek serverem se vzdáleným přístupem*
- *rozlišení Full HD 1920 x 1080*
- *poměr stran obrazu 16:9*
- *formáty obrazu: JPG, JPEG, PNG*
formáty videa: MP4, AVI, MPG, MPEG

CONTACTS

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