



Digital signage applications are considered mission critical because they are mostly intended for continuous 24/7 use (high availability).

CORPORATE OVERVIEW

Navori SA is a world leader in digital signage technologies. The company creates leading edge software applications that are used in retail, education, government, corporate communication, hospitality and various other sectors.

Navori SA was founded with the support of the world's leading luxury and quick service restaurant groups on the premise that we would develop new information display technologies that would replace traditional print based communication.

Our company has been focused exclusively on this task since its inception 14 years ago. With tens of thousands of licenses currently in use globally and the support of our clients and partners, we achieved very impressive results: Constant improvement in content playback quality, reduction in CAPEX and OPEX which represents 70% of the overall cost after 4 years of use.

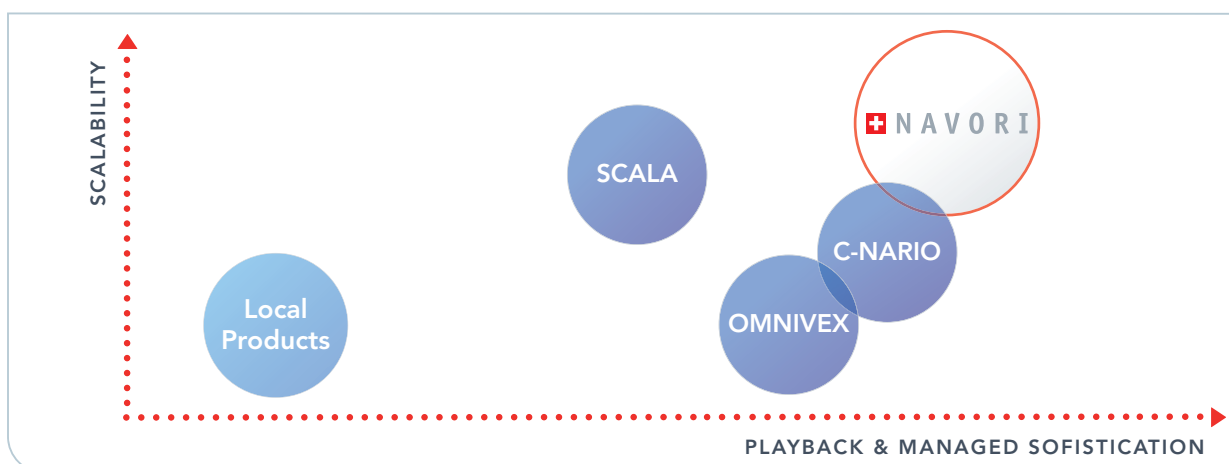
WHY SHOULD I USE NAVORI SOFTWARE?

- We offer the only solution that...
 - Delivers the same visual impact and quality than broadcast television. Very important when your image is at stake.
 - Offers infinite display possibilities so you can captivate your audience. This means dynamic content delivered in real time right from your CRM or internal databases without the need for custom programming.
 - Features a user friendly interface that can be easily mastered by non-technical users.
 - Is always well received by our client's IT staff since we support the most secure standards and require the least amount of maintenance. Also, our solutions consume 80% less bandwidth than competing products.
- Our solutions are offered in a self-hosted configuration. You host and operate your digital signage network in a fully autonomous fashion.
- We offer the best return on investment on the market (ROI). Reduce your CAPEX by 30% and your OPEX by 50% over competing products.

WHY CHOOSE NAVORI?

- Our experience and success as an industry leader for the past 14 years. Our customer loyalty rate borders on 97%.
- As a lean and clean corporation, Navori runs a highly efficient operation with an annual growth rate of 40% during the last 10 years.
- Navori has a global reach with a head office in Switzerland and subsidiaries in North America, South America and Australia. 90% of our revenues come from exports to 90 countries.
- Navori is renowned for the precision of its tools as well as the quality and the sophistication of its software.

NAVORI'S MARKET POSITIONING:



Digital signage applications are truly effective when:

1. They do not limit the user to a specific type of content or a predefined number of screens either today or at some point in the future.
2. The software can be operated autonomously and with very few resources.

HOW DO YOU RECOGNIZE A BROADCAST QUALITY SOLUTION?

- With broadcast quality solutions, media transitions are fluid and virtually undetectable. No black or frozen frames are discernible as your content transitions.
- You have access to titling layers with transparency over any type of media.
- Multi-zone and multi-screen are supported.
- Easy data feed integration ensures more compelling content.

WHAT MAKES DIGITAL SIGNAGE BETTER THAN TV?

- These new technologies represent the evolution of television. They are smarter, more flexible, very economical and accessible to everyone.
- Programming that is customized to each screen, to each venue or to the viewer's demographics.
- Program management that is accessible to all! Highly sophisticated and dynamic content that can be created in a few mouse clicks using the build-in designers.
- Content on demand or triggered by sensors or by external systems. Multi-user management. Control what any user is authorized to see and do.

WHY IS DISPLAY QUALITY SO IMPORTANT?

- It's important to consider professional grade solutions because the choices you make today will impact on your project for years to come.
- QL Player is the only product capable of displaying multimedia content at a quality that rivals broadcast TV. There are no first generation digital signage product that can match this.

WHAT MATTERS THE MOST IN YOUR CHOICE OF SOFTWARE?

- After 4 years of use, the OPEX will represent 70 to 80% of the purchase cost.
- A highly efficient software application can make you save up to 30% in PC hardware acquisition costs; it can extend the lifespan of your flat panel displays by a factor of two and help you save on cabling costs.
- Compatibility with the most secure network technologies (proxy, https...) and support for most popular standards (Microsoft Windows, SQL...)
- Software that makes the most efficient use of each PC's resources: It is important to note that PC failure rates increase exponentially when software applications consume more than 20% of available resources.



NAVORI'S GLOBAL DEPLOYMENTS:

ALCAN
ALCATEL
ALL PHONES
AREVA
BANCO CAJAMAR
BANK OF AMERICA
BANK SANTANDER
BARCLAYS
BOEING
BOERHINGER
BOMBARDIER
BUDGET RENTING CAR
CARREFOUR
CASINO GROUP
CIRCUIT CITY
CLARIANT
CLEAR CHANEL
COLUMBIA UNIVERSITY
CONDIS

COOMEVA BANK
CRANS MONTANA
CREDIT AGRICOLE
DEPOT INTERIO
ENERGY ADVERTISING
FNAC SWITZERLAND
FORD
GAME WIZARD
GENEVA AIRPORT
HARVARD UNIVERSITY
HONEYWELL
IKEA
INDIAN RAILWAYS
INTERCONTINENTAL HOTELS
JAMES MADISON UNIVERSITY
JAPAN TOBACCO INTERNATIONAL
JCDECAUX NETHERLANDS
JOLLYBEE
MACIF

MAKRO
MARRIOT HOTELS
MAZDA
MCDONALDS
MERCEDES BENZ
MERCK SERONO
METRO
MOEVENPICK HOTELS
OSLO AIRPORT
PHILIP MORRIS
PHILIPS
PIRELLI
IKEA
RENMANS
RICOH
RITZ CARLTON HOTELS
ROYAL NAVY
SANOFI AVENTIS
SAUDI TELECOM CORPORATION
SCHU

SKI DUBAI
SKI RESORT LES 4 VALLEES
SNCF
SONY EUROPE
SWATCH GROUP
SWISSPORT
TOKYO SUBWAY
TOYOTA
TURKISH ECONOMY BANK
UBCI BANK
UNICEF
US ARMY
VAL MORGAN
VOLVO
WENDYS
ZURICH AIRPORT

WHY DIGITAL SIGNAGE?

The digital signage market has entered a period of growth. With ever lower hardware costs and the ubiquitous nature of the internet, we see that most barriers to adoption have fallen and market adoption is on the upswing.

TO RECAP:

1. DIGITAL SIGNAGE IS BETTER THAN TV. SIMILAR VISUAL IMPACT WITH THE FOLLOWING ADVANTAGES:

Content can be...

- adapted to single or multiple screens
- displayed according to a date, time or the day of the week, the audience's language or any other criteria.
- shown in real time or played in a loop.

2. ATTENTION GRABBING:

Capturing your audience's attention is the most important function of any signage. With digital signage, customers are not only more likely to notice your sign, they are also more likely to perceive the message and act on it.

3. FOCUSED:

Your signage changes dynamically so it can deliver a targeted call to action at the point of decision.

4. DYNAMIC:

Digital signage can be interactive and updated dynamically so your content can meet the needs of your audience via a mix real-time data and meaningful information.

5. COST EFFICIENT:

Eliminates the need to print and distribute static signage each time your message or campaign changes. This will provide significant savings over expensive printing and distribution costs.

6. SHARED AND DELEGATED PROGRAM MANAGEMENT:

Content programming is shared amongst many users across many disciplines according to the number of screens, content display time and rights.

KEY MARKETS:

1. RETAIL STORES
2. CORPORATE COMMUNICATIONS
3. QUICK SERVICE RESTAURANTS (menu-boards)
4. HOSPITALITY AND ENTERTAINMENT
5. GOVERNMENT COMMUNICATIONS
6. EDUCATION
7. TRANSPORTATION
8. HOSPITALS AND MEDICAL OFFICES
9. BANKS AND FINANCIAL CENTERS
10. CASINOS AND GAMBLING
11. CINEMAS AND THEATERS
12. CABLE TV CHANNEL OPERATORS

 NAVORI

GLOBAL LEADER IN DIGITAL SIGNAGE SOFTWARE

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