

WikiWalkers™ Mobile Advertising Delivery System

Inventor: Leroy Jenkins  
Chief Technology Officer  
WikiWalkers, LLC

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What We Do:

Advertising delivery using a mobile, human-based advertising system has a proven record of financial success and WikiWalkers™ takes this concept one step further by leveraging the peer wiki and online auction concepts to create an advertiser driven participant marketplace to enhance advertising network availability and flexibility and decrease costs.

More specifically, we have developed a WikiWalker Display™ that is cheap (partially subsidized), comfortable, and power efficient for participants to wear over their clothing as they attend the venue of their choice. These Wiki-Advertisers™ or “Wikitzers”™ download advertiser graphics and then walk around the venue displaying these graphics. The presence of the Wikitizer™ at the venue is verified using the location information in the Wikitizer’s™ cell phone and the WikiWalker Location Verification™ system.

The heart of our business is the WikiWalker Marketplace™ which provides a forum for establishing the pricing for Wikitzers™. For example, an advertiser may create a listing for 10 Wikitzers™ to attend a certain venue and set a reserve price. All Wikitzers™ are then free to set their own specific pricing at or below the reserve price for attending the venue. The 10 Wikitzers™ with the lowest prices are then selected to display advertising at the venue. The advertising is downloaded to those Wikitizer’s™ displays and the presence of the Wikitzers™ at the venue is verified. Once the Wikitizer’s™ commitment is successfully completed, the Wikitizer™ is paid their bid price. Wikitzers™ may also volunteer their availability in a certain location for review and individual selection by an advertiser.

We primarily realize revenue using a model similar to e-bay’s proven business model, by taking a flat fee for every advertiser listing and taking a fee based on a percentage of all payments transmitted to Wikitzers™.

Our combination of the WikiWalker Display™, WikiWalker Location Verification™, and the WikiWalker Marketplace™ creates a powerful solution for the mutual benefit of advertisers and Wikitzers™.

WikiWalker™ - Get Out And Wikitize!™

### 1.0 WikiWalker Display (Illustration 1.0)

The WikiWalker Display is designed for minimum power consumption and for maximum comfort (flexible and light weight). The display itself is made from a hermetically-sealed flexible color electronic paper (e-paper) display which is about the size of a sheet of paper. (See the attached article from LGPhillips, our development partner.)

The display supports up to 4096 colors and has a diagonal measurement of about 14.1 inches. The display can be bent a full 180 degrees and still remain flexible. The display itself is very thin and light. In fact, the display itself is less than 1 mm thick. Even the hermetic sealing case that surrounds the display is still quite thin and light being only about 3-4 MM thick in total. The case includes several brackets for attaching the lightweight nylon straps for attaching to the person carrying the display. The nylon straps use standard snap/squeeze connectors. Because the display is light and flexible, it is very easy for a person to carry, which avoids some of the discomfort issues associated with other systems discussed below.

Another great thing about using e-paper as a display is that e-paper is incredibly power efficient. In fact, the e-paper itself only needs to be supplied power when the image on the paper is changed. Once the desired image is on the paper, no further power is necessary. This avoids some of the big issues with previous systems because a standard computer screen requires a lot of power to display and requires the power continuously. Conversely, with the WikiWalker Display, the display person does NOT need to walk around with a power supply or a large bulk battery. Instead, once the image is first placed on the e-paper, the image is there to stay.

For example, the WikiWalker Display can be attached to the USB port of any computer using the USB port on the case and standard USB cabling. Any desired graphics or message can then be downloaded onto the e-paper. All the power needed by the e-paper to update the image is then drawn through the USB port using standard USB protocol as the data is transmitted through the USB port. Once the e-paper has been updated to show the desired image, the USB port is unplugged and the user simply puts on the display and leaves. No further power is required for the display.

We also have a nighttime version of the WikiWalker Display that includes a series of low-power LEDs placed around the perimeter of the Display to backlight the display so that the display can be seen in low light conditions.

### 2.0 WikiWalker Location Verification (Illustration 2.0)

Although we can confirm that a Wikitizer downloads an image onto a display, we will still need to confirm that the Wikitizer actually is attending the desired venue with their display.

However, we can confirm the presence of the Wikitizer at the venue by using their cell phone as shown in the illustration. First, we note that almost all cell phones that were sold in the U.S. since 2001 have come equipped with at least rudimentary GPS location systems. Consequently, we just have the user enter their cell phone number into our site and tell them to take the cell phone with them to the venue. We also have the user click-sign a consent that allows us to periodically ping their cell phone for location information.

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Also, we know that start time of the venue, the stop time of the venue and the location of the venue because this information was entered by the advertiser when the advertiser first listed the listing. Consequently, a short time after the scheduled start time of the venue (for example, 15 minutes) we ping the Wikitizer's cell phone to determine their location. Because we are only using a ping and not an actual call, the Wikitizer is NOT charged for a call. We can then ping the Wikitizer repeatedly until the end of the venue to verify that they stay at the venue.

If all of the pings are successful, then the Wikitizer's presence at the venue is verified. Some pings are successful but some other pings are not successful because the cell phone tower could not get a signal, then we give the Wikitizer the benefit of the doubt and give full compensation. If some pings are successful, but some other pings are not successful because the Wikitizer was not at the right location, then we reduce the compensation based on the ratio of good pings to total pings.

The above system is sufficient to verify the presence of the Wikitizer's cell phone at the venue, but we have received feedback that the system does not necessarily verify the presence of the display at the venue. Consequently, we have implemented a low-power Bluetooth heartbeat system in the Display. How the system works is when the Wikitizer has the display connected to a computer using the USB port, the Wikitizer goes to our website and initiates a Bluetooth bonding process between the Bluetooth system in the display and the Bluetooth system on their Bluetooth-enabled cell phone (most cell phones are Bluetooth enabled so that they can use a wireless headset).

The Bluetooth heartbeat system includes a small battery that is charged when the display is connected to the computer's USB port. When activated, the heartbeat system periodically sends out a heartbeat signal to the Wikitizer's cell phone (for example every 15 minutes). In return, the Wikitizer's cell phone sends the current GPS reading to the heartbeat system and the heartbeat system stores the current GPS reading. After the venue is over, the Wikitizer re-connects the display to our site using the USB connection and our site retrieves and confirms the GPS information stored in the heartbeat system. Once the GPS information is confirmed, payment is authorized.

### 3.0 The WikiWalker Marketplace

The Wikiwalker Marketplace is our primary revenue generation vehicle and generally follows the e-bay revenue model, except our services are priced using a reverse auction rather e-bay's forward auction. That is, advertisers create listings for specific venues including number of Wikitizers, locations and start/stop times as well as a reserve price, if desired. We charge a small flat fee for the establishment of the listing and a small flat fee for the establishment of the reserve price, if desired. Wikitizers can then bid on the advertiser's listing until the close time of the reverse auction. Once the auction has closed (typically 24-48 hours before the venue) we know the bids submitted by Wikitizers and consequently know the total cost to the advertiser. At that time, the advertiser pays us the full cost for the Wikitizers plus a 15% commission. We hold the advertiser's money until we receive confirmation of completion from the Wikitizers and then release the payment to the Wikitizers. Any funds that are not paid to a Wikitizer due to the Wikitizer failing to complete their obligations are credited to the advertiser's next listing.

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Like e-bay, we can also receive revenue by collecting fees for upgrading listing, and adding any additional features that we can think of. I have included a listing of e-bay's current fee structure and we would pretty much be charging for everything that they charge for, except a greater percentage. We would like our revenue model to be very similar to e-bay's because one of our exit strategies is to be acquired by e-bay.

#### 4.0 Top-To-Bottom Example For a Wikitizer

First, the Wikitizer must acquire one of our Displays. We anticipate that they will get one in one of three ways. First, we will be giving away some of the Displays for free to drive local interest in desirable target markets.

Second, and this is probably the most typical case, a person desiring to be a Wikitizer comes to our website and orders one of the Displays. They can either pay an upfront fee or they can pay using a percentage of their earnings. For example, the Display costs us about US\$45, so we offer them the option of either a) buying the display for \$50, or b) paying 50% of their earnings until that 50% reaches \$60, with the understanding that if they don't earn enough to give us our \$60 in the first year, then we take the rest from their credit card. They always have to input credit card info because that is how they get paid.

Third, advertisers can offer a display as optional compensation for their listing. Of course, in this situation the advertisers would be paying us in advance for the displays before we would be shipping them to the Wikitizer and the advertiser would bear the risk that the Wikitizer would not perform once they received the display – that is, we are not going to be re-collecting the displays if the Wikitizer's don't perform.

All risk of breakage or loss of function of the Display is born by the Wikitizer. If they break it, they can always get another one through our site.

Once the Wikitizer has a display or when they are first ordering their display, they need to go to the WikiWalker website and create an account for themselves. During the account opening process, the display must be plugged into their computer's USB port so that we can read the display's number from the memory on the display and then associate the display with the account.

We also take credit card information from the Wikitizer because we pay them by crediting their credit card. Taking the credit card information also verifies that they are at least 18. We immediately verify that we can make payments/debits to their credit card account.

During the registration we also take their cell phone number and then immediately attempt to ping them to confirm that their GPS system is working. A confirmation is displayed for them during the registration process.

Finally, during the registration process we walk them through the process for Bluetooth pairing their cell phone with their display's heartbeat system. We immediately perform a heartbeat and then read it from the display to make sure that all systems are working.

Also, the Wikitizer can repeat the above at any time to make sure that their system is functioning normally. Once the registration process above is complete, the Wikitizer is ready to bid on listings!

Let's say that the Wikitizer then bids on a listing and is determined to be one of the winners of the listing once the listing closes. For example the Wikitizer bids \$50 to

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wear an the display with a Bank of America graphic during an Illinois home game. In that case, an e-mail is sent to the Wikitizer and the Wikitizer returns to the website and attaches their display. The display is verified and the Wikitizer then downloads the advertiser's graphic to the display and optionally confirms their other information. The Wikitizer is responsible for their own ticket to the Illinois home game.

The Wikitizer then proceeds to the venue and returns to the website once the venue is over. The display is re-attached and the GPS heartbeat is confirmed. The Wikitizer's credit card is then credited with the amount of their bid - \$50.

Meanwhile, the advertiser has paid us the \$50 plus a base 15% commission which we keep. We also provide confirmation information to the advertiser.

#### 5.0 Advanced WikiWalker Functions

We also offer a number of additional functions on an as-desired basis. First, the advertiser can offer a bounty for lead generation by the Wikitizer. For example, the advertiser may give the Wikitizer a number so that if someone sees the advertising on the Wikitizer and asks the Wikitizer about it, the Wikitizer can have the interested person call on the spot using the Wikitizer's cell phone. The Wikitizer would then be compensated for the lead.

Continuing the example above, Bank of America is paying a Wikitizer \$50 to wear their advertising during an Illinois game, and is also willing to pay US\$2.00 for each lead generated by the Wikitizer. We at WikiWalkers then set up a phone exchange with a phone number associated with the offer. During the game, someone indicates that they are interested in the great new BoA checking account that the Wikitizer is advertising, and the Wikitizer calls the number that we set up for them. We automatically recognize their phone number and credit them with the call and then our phone exchange passes them off to BoA's new account customer service with an indication of who originated the call. If there is any abuse of the system, then BoA can get back to us and we can de-credit the Wikitizer within 3 days, other than that, we would then proceed to pay the Wikitizer and bill BoA.

Also, we are developing a system with increased battery storage to allow us to change the advertising image periodically. We don't envision full video, but an image that changes every 15 minutes or so kind of like the rolling advertising common at sports events.

#### 6.0 WikiWalkers Advantages Over Other Systems

There are several other mobile, human-based systems out there, but they are all far inferior products and use a different revenue generation system. These include Adwalker, Adscreens, and Pixman.

Pixman is based in Canada and uses models to hoof around a large, back-pack-based system that has a standard computer screen mounted on a pole over the model's head. I have included a picture from their website. This system is just terrible – it's huge, it's power hungry – the batteries alone weigh a ton! Also, they use models are hired by Pixman directly. I have attached some print outs from their web page.

Adwalker is Ireland-based and appeared on "The Apprentice." However, it is another huge, bulky, power-hungry system based on a standard video screen. Here the

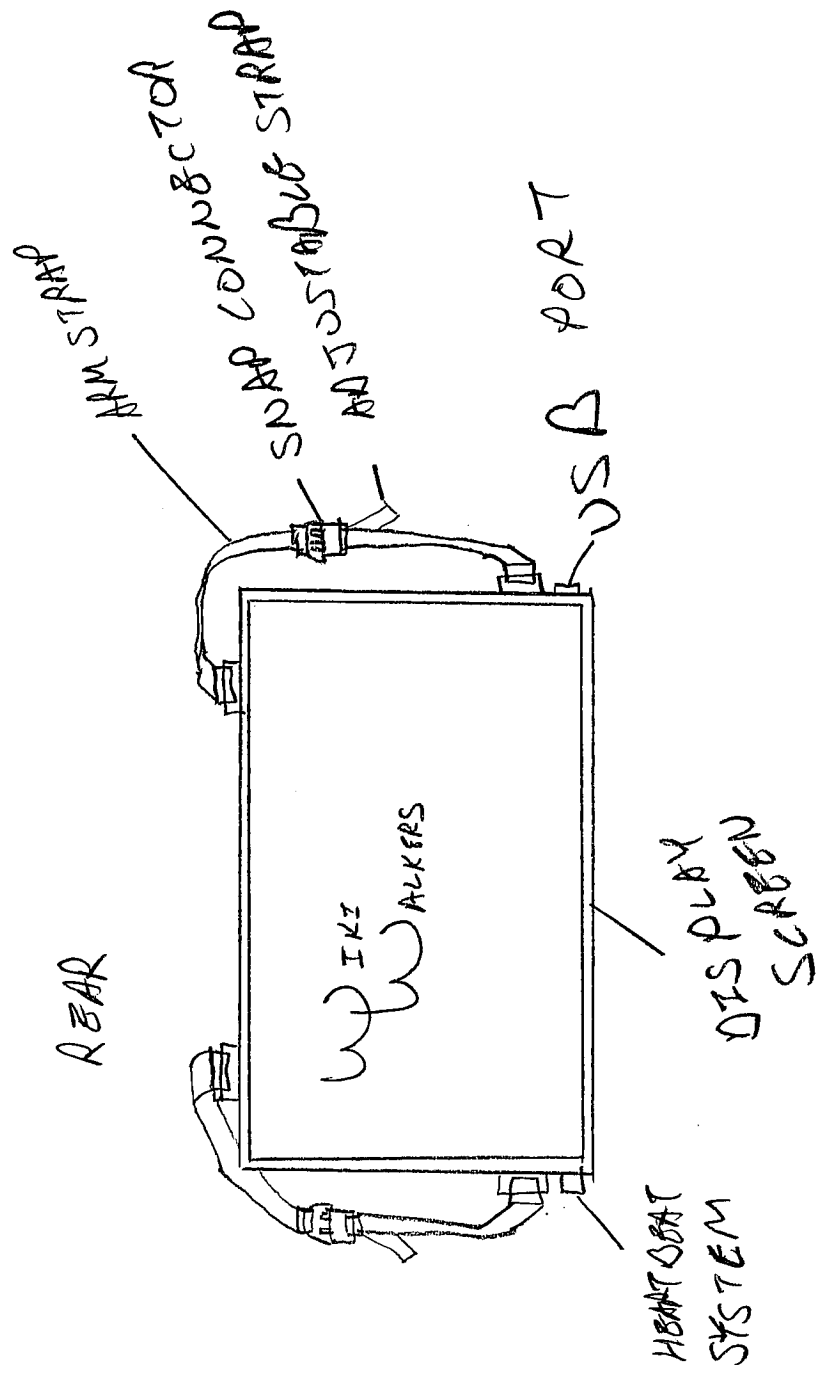
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user wears a large vest. I have also included a couple pictures of their system from their website.

Adscreens is UK based and also uses a large, heavy computer screen (along with large, heavy speakers) just like the other systems. I have included a couple print-outs from their web page, but they don't seem to have any patents.


7.0 Other Patented Systems

The CEO passed on your recommendation to search the PTO's website, so I did. I found the four patents that are attached: US 2007/0216600 A1, US D506,216 S, US D498,218 S, and US 7265970 B2. The first three are Pixman patents and the last one is an Adwalker patent – Adscreens does not appear to have any patents. The CEO says that all of these patents are for advertising systems and they look pretty close to what we came up with. However, the CEO says that you are the best patent attorney around and that you will be able to find a way to get us our patent without infringing on these other patents.



1.0

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## LG.Philips LCD claims first flexible color A4-size e-paper

Press release, May 13; Carrie Yu, DIGITIMES [Monday 14 May 2007]

LG.Philips LCD announced yesterday it has developed the world's first 14.1-inch flexible color electronic paper (e-paper) display, equivalent in size to an A4 sheet of paper. This is a second breakthrough in e-paper for LG.Philips LCD, which introduced the world's first 14.1-inch black and white flexible e-paper display in May 2006, the company said.

The 14.1-inch flexible color e-paper uses electronic ink from E Ink to produce a maximum of 4,096 colors. It can be viewed from a full 180 degrees, so that images always appear crisp, even when the display is bent, according to the LG.Philips.

Like the black and white flexible display, the color version uses a substrate that arranges TFT on metal foil rather than glass, allowing it to recover its original shape after being bent. This model includes a color filter (CF) coated onto the plastic substrate, allowing it to display color images.

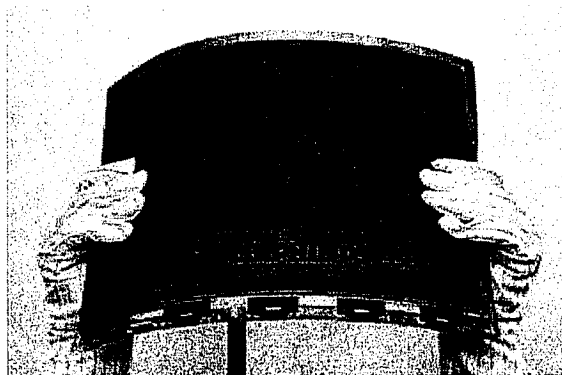
The use of metal foil and plastic substrate rather than glass substrate makes the flexible color e-paper display bendable and durable while maintaining excellent display qualities.

To make this new display possible, the company developed a proprietary processing technology that minimizes panel deformation and prevents circuit structure change during high-temperature processes. LG.Philips LCD focused on the designs of the CF structure and TFT, as well as CF lamination technology. This allowed processing difficulties inherent in the lack of heat resistance in metal foil and plastic substrates to be overcome, stated the company.

These displays are energy efficient, only using power when the image changes. Additionally, the displays are thin, less than 300 micrometers. The images displayed are comparable in quality to printed pages.

In October 2005, LG.Philips LCD unveiled the world's first 10.1-inch flexible e-paper display.

According to Displaybank, the flexible display market is projected to grow into a US\$ 5.9 billion market by 2010, rising to US\$12 billion by 2015.



LG.Philips LCD flexible color A4-size e-paper display  
Photo: Company

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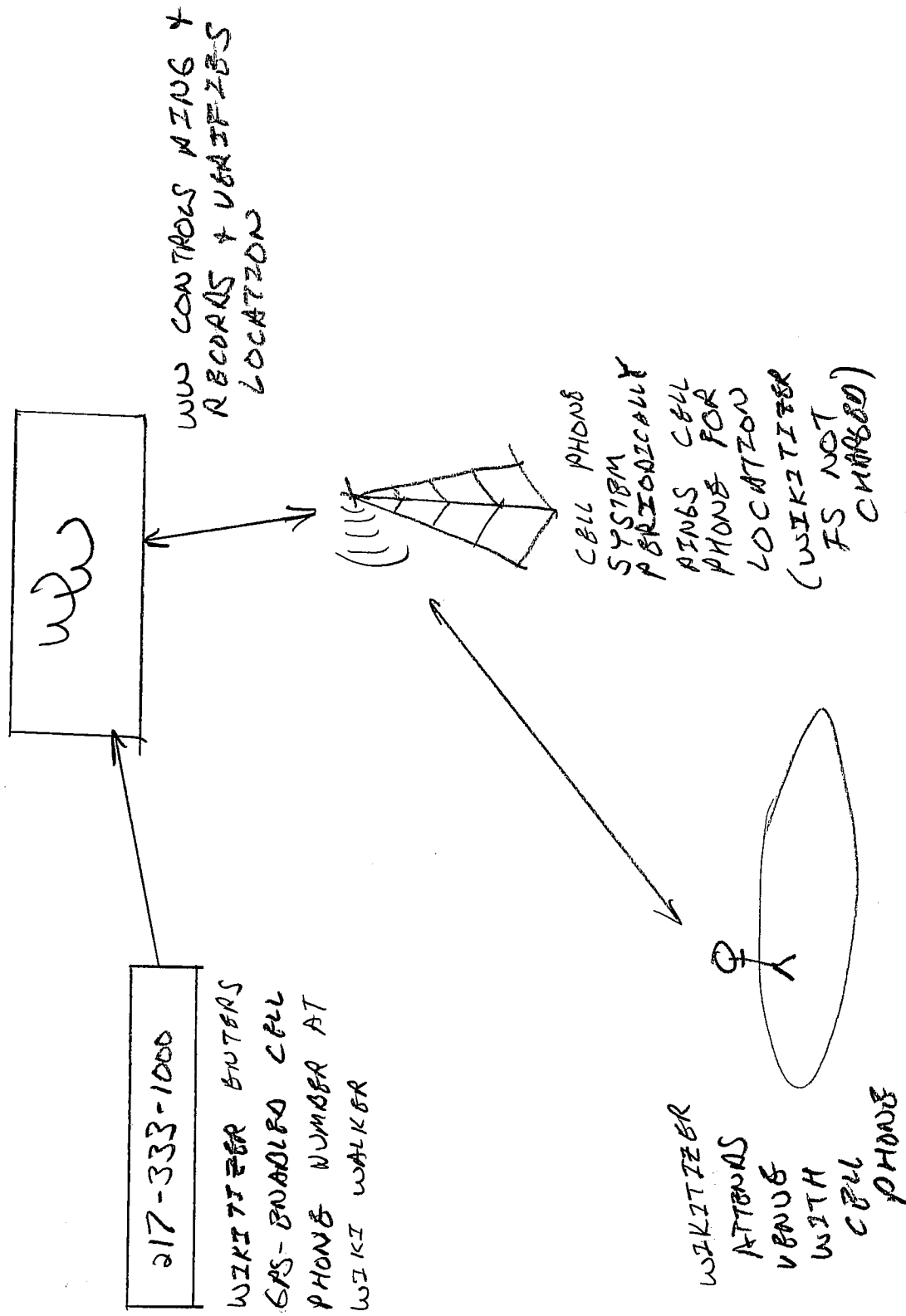
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2.0

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## eBay.com Fees

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### Basic fees

When you list an item on eBay, you're charged an [Insertion Fee](#). If the item sells, you are also charged a [Final Value Fee](#). The total cost of selling an item is the Insertion Fee plus the Final Value Fee.

Insertion Fees		Final Value Fees	
Starting or Reserve Price	Insertion Fee	Closing Price	Final Value Fee
\$0.01 - \$0.99	<b>\$0.20</b>	Item not sold	<b>No Fee</b>
\$1.00 - \$9.99	<b>\$0.40</b>	\$0.01 - \$25.00	<b>5.25%</b> of the closing value
\$10.00 - \$24.99	<b>\$0.60</b>	\$25.01 - \$1,000.00	<b>5.25%</b> of the initial \$25.00 (\$1.31), <b>plus 3.25%</b> of the remaining closing value balance (\$25.01 to \$1,000.00)
\$25.00 - \$49.99	<b>\$1.20</b>	Equal to or Over \$1000.01	<b>5.25%</b> of the initial \$25.00 (\$1.31), <b>plus 3.25%</b> of the initial \$25.01 - \$1,000.00 (\$31.69), <b>plus 1.50%</b> of the remaining closing value balance (\$1000.01 - closing value)
\$50.00 - \$199.99	<b>\$2.40</b>		
\$200.00 - \$499.99	<b>\$3.60</b>		
\$500.00 or more	<b>\$4.80</b>		

The [Insertion Fee](#) for **Multiple Item Auction (Dutch Auction)** and **Fixed Price** listings is based upon the opening value of your items. The opening value is the starting or the fixed item price multiplied by the quantity of your items. The maximum Insertion Fee for any Multiple Item Listing is \$4.80.

The [Final Value Fee](#) for a **Multiple Item Auction** is determined by taking the Final Value Fee of the lowest successful bid and multiplying it by the number of items sold. The Final Value Fee for a **Multiple Item Fixed Price** listing is calculated per item sold, based on the final sale price of the item.

Select **Business & Industrial\*** capital equipment categories have the following fees:

Business & Industrial Capital Equipment Category Specific Fees	
Insertion Fees	<b>\$20.00</b>
Reserve Fees	<b>\$5.00</b>
Final Value Fees	<b>1.00% of the closing value (maximum charge \$250.00)</b>

\* Includes the following capital equipment categories and the related subcategories: [Agriculture & Forestry > Tractors & Farm Machinery](#); [Construction > Heavy Equipment, Trailers](#); [Food Service & Retail > Concession Trailers & Carts](#); [Healthcare, Lab & Life Science > Imaging & Aesthetics Equipment](#); [Industrial Supply, MRO > Fork Lifts & Other Lifts](#); [Manufacturing & Metalworking > Manufacturing Equipment](#); [Manufacturing & Metalworking > Metalworking Equipment](#); [Office, Printing & Shipping > Commercial Printing Presses](#). View the entire [Business & Industrial Category Structure](#).

**Note:** Reserve Fees are additional. For more information, [see the Reserve Fees table](#).

**Optional feature fees**

You can add optional features to help increase bid activity and your chances for a successful sale.

**Reserve Fees (fully refunded if item sells):**[Hide](#)

Reserve Price	Fee
\$0.01 – \$49.99	\$1.00
\$50.00 – \$199.99	\$2.00
\$200.00 and up	1% of Reserve Price (up to \$50)

**Note:** See an [example](#) of how Reserve Fees are calculated. Adding a Reserve Price to your listing is done in the pricing section of the Sell Your Item form.

**Buy It Now Fees in US\$**[Hide](#)

Buy It Now Price (US\$)	Fee (US\$)
US\$0.01 – US\$9.99	US\$0.05
US\$10.00 – US\$24.99	US\$0.10
US\$25.00 – US\$49.99	US\$0.20
US\$50.00 or more	US\$0.25

**Note:** See how [Buy It Now](#) works.

**Listing Upgrade Fees**[Hide](#)

Feature	Fee*	Feature	Fee
<a href="#">Value Pack</a>	\$0.65	<a href="#">Pro Pack</a>	\$29.95
<a href="#">Gallery</a>	\$0.35	<a href="#">Highlight</a>	\$5.00
<a href="#">Gallery Plus</a>	\$0.75	<a href="#">Border</a>	\$3.00
<a href="#">Listing Designer**</a>	\$0.10	<a href="#">Featured Plus!</a>	\$19.95
<a href="#">Subtitle</a>	\$0.50	<a href="#">Gallery Featured</a>	\$19.95
<a href="#">Bold</a>	\$1.00	<a href="#">Pro Pack for Motors</a>	\$29.95
<a href="#">Scheduled Listings</a>	\$0.10	<a href="#">Home Page Featured</a>	\$39.95
<a href="#">10-Day Duration</a>	\$0.40	quantity of 2 or more	\$79.95
<a href="#">Gift Services</a>	\$0.25	<a href="#">List in Two Categories***</a>	x2

\*Fees may vary based on promotional pricing.

\*\*The Listing Designer fee for eBay Motors is greater, see the [eBay Motors fees page](#). There is no Listing Designer fee for [Selling Manager Pro](#) subscribers.

\*\*\*Double the Insertion and listing upgrades fees (excluding Scheduled Listing, and Home Page Featured, and Final Value Fees to list in two categories.)

**eBay Picture Hosting Fees**[Hide](#)

Feature	Fee
First Picture	Free
Each additional Picture	\$0.15
<a href="#">Preview Picture</a>	Free
<a href="#">Picture Show</a>	Free
<a href="#">Supersize Picture</a>	\$0.75
<a href="#">Picture Pack</a>	\$1.00 for up to 6 pictures or \$1.50 for 7 to 12 pictures

**Seller Tool Fees**[Hide](#)

Seller Tool	Fee
<a href="#">TurboLister</a>	Free
<a href="#">Selling Manager</a> (Free 30-day trial)	\$4.99
<a href="#">Selling Manager Pro</a> (Free 30-day trial)	\$15.99
<a href="#">Blackthorne Basic</a> (Free 30-day trial)*	\$9.99
<a href="#">Blackthorne Pro</a> (Free 30-day trial)**	\$24.99

\*Blackthorne Basic subscribers are eligible for a free Selling Manager subscription.

\*\*Blackthorne Pro subscribers are eligible for a free Selling Manager Pro subscription.

**Other questions you may have**

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- [What if my item sold and the winner didn't pay for it?](#)
- [Paying your eBay Seller's Fees](#)
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**A note about eBay fees**

- In the event your seller account is suspended for any reason, any amounts due on your seller account will immediately become due and payable. eBay reserves the right to charge any amounts you have not previously disputed to the billing method that you are using.
- Fees pay for the right to sell on eBay. There are times when your listing may not immediately appear when using a keyword or category search until several hours after you have created it. Therefore, eBay cannot guarantee exact [listing durations](#). Sellers do not purchase exclusive rights to Web pages on eBay. eBay may, in our sole discretion, and without your consent or payment to you, place third-party advertisements on any Web page within our site.
- Insertion Fees and optional feature fees are charged at the time of listing and are non-refundable.
- You can view your recent account activity for the last four months by viewing your [Account Status page](#).

**Contact Customer Support**

- If you have an additional question about this subject, [email us](#) at Customer Support.  
If you would like to ask a question on another subject, please use the [Contact Us](#) page.



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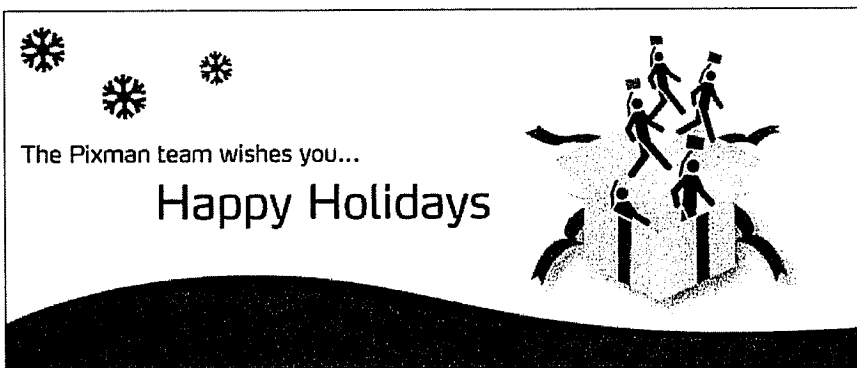
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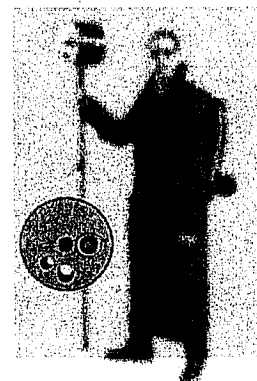
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Pixman® is a corporation offering unique **mobile** and **wearable digital advertising technology**.

Pixman® products and services enable advertisers and ad agencies to reach their audiences in a new, dynamic and efficient manner.

By using costumed characters ergonomically equipped with highly visible digital video displays and ultra-light digital projectors, Pixman® is deployed throughout the world to entertain and inform passers-by in all types of public venues.

**GENUINELY EFFECTIVE**

- Patented concept and design
- 5+ years of operational know-how
- Effective positioning
- Customized strategies
- Spectacular impact
- Exclusive visibility
- Urban media
- 'Ready-to-Roam' solutions
- 'Extreme' interaction
- Positive brand experience



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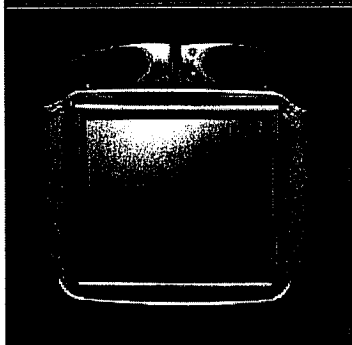
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## How It Works



Adscreens are wearable 17" mobile SXGA LCD screens with composite Mpeg or Jpeg media player, with auto run, time sync, and volume control.

Day or night visibility

- High brightness, for maximum visibility, in either daylight or night time conditions.
- High quality Sound system
- Totally waterproofed to be used either indoors or outdoors
- Can be used to play Film clips/ Trailers, TV commercials, or flash animated graphics.
- Patent pending unique Sound synchronisation for ensuring all Adscreens on a Campaign run simultaneously.
- Vandal proof ultra-violet LCD protective coating on polycarbonate screen
- Repeat function for continuous play of clips.

### Use For

Great for use at the Point of Sale, to support Leafletings/ Samplings, Exhibitions or Events, PR launches and Stunts.

Battery power runs for 2.5 hours continuous, via internal supply and Battery Belt. Extra 2.5 hours can be supplied by replacing Battery Belts.

\*Comes complete with fully protective carrying case and Instruction manuals.

Adscreens are a revolutionary form of street advertising which harnesses all the impact of audio-visual and combines it with the power of face to face sales promotions. Adscreens can generate the awareness and impact in the market place you desire.

Imagine the impact of adscreens advertising your business with top models wearing 17" flat screen TV's on their back, playing your commercials, product demonstrations or film previews. The effect of adscreens is unique and simply stunning and this impact will be carried through to your campaign results.

Adscreens is a high-tech form of ambient advertising that can be specifically



# ad screens™

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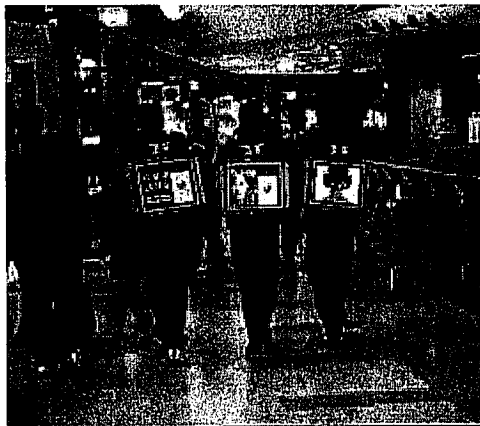
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## Gallery

### PHOTO GALLERY

### VIDEO GALLERY



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