

MORE POS TRAFFIC - IT'S UP TO YOU.

Open Monitor – the new traffic-tool for your
promotion campaign.



 **open** 
Monitor



WHO DOESN'T CARE
FOR TRAFFIC TODAY,
IS FACING OTHER
PROBLEMS
TOMORROW.





MORE TRAFFIC - WITH OPEN MONITOR.

Open Monitor is an innovative promotion-tool, that

- releases information time delayed
- specifically draws customers to the POS
- animates consumers to revisit the POS
 - even multiple times

Perfect for generating traffic





HOW IT WORKS - OPEN MONITOR.





HOW IT WORKS - OPEN MONITOR.

Open Monitor is activated by the customer und releases promotional contents within a predefined period of time.

- contents are individually and freely selectable
- e.g. reductions, rebates, winnings, reward points, etc.

**You decide, which contents will be visible at what time
– and call for action!**



HOW IT WORKS - OPEN MONITOR.



removal of protective film



activation by folding the tap

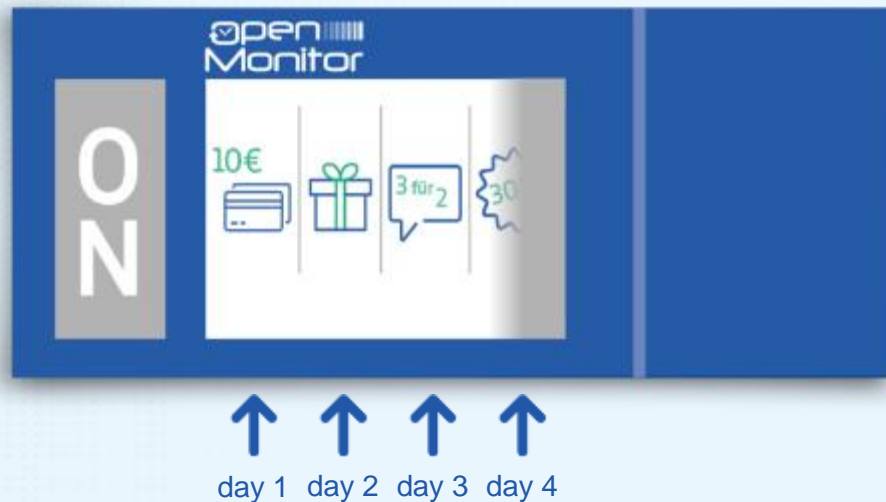


proof of activation



HOW IT WORKS - OPEN MONITOR.

→ release of contents





THE ADVANTAGES - OPEN MONITOR.





THE ADVANTAGES - OPEN MONITOR.

Open Monitor is a patented promotion-tool based on nanotechnology.



greater efficiency
compared to
conventional promotion-
tools, proven by
successful test-cases



longer and more intense
views of the advertising
message



increase in brand
awareness, more
excitement and
attractiveness for the
consumer



surface and window are
freely designable



tamper-proof and place
able anywhere



RESULTS -
THAT FACINATE.





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Successful pilot projects with well-known partners
prove the effectiveness of Open Monitor.



Ø 21% increase in
traffic during the
promotional campaign



Ø 13% increase in
sales



Ø 43% increase in new
customer acquisition



RESULTS - THAT FACINATE.

Top promotion results with our partner Dunkin' Donuts.

18% increase in traffic compared to last years' promotion campaign

60% of all sold hardy products were promoted on the flyer

76% of customers viewed the flyer multiple times compared to last years' flyer

35% of participants were visiting the website afterwards





POSSIBILITIES - THAT INSPIRE.

What a nanofilm processor does
with advertising, we'll show you.

High Tech + High Touch = High Value
Your Open Monitor formula for success.





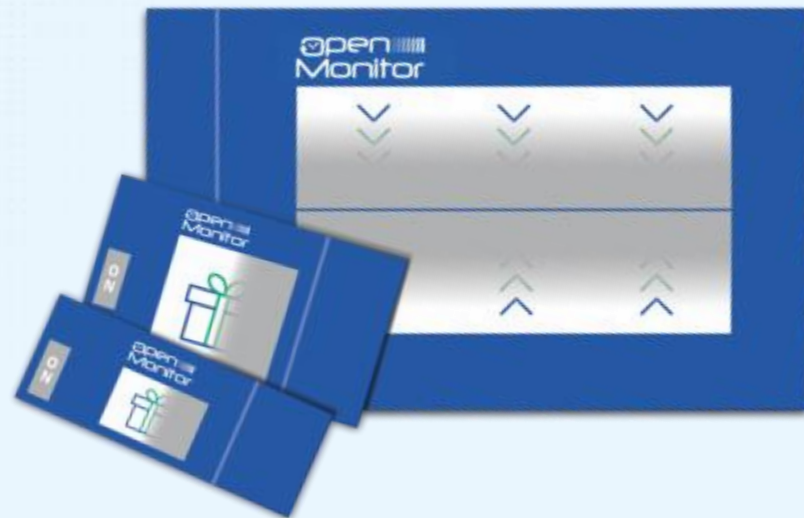
STARTING INTO A NEW ERA - WITH OPEN MONITOR.

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PROMOTIONAL GIFT
AWARD 2015



Bundesministerium
für Wirtschaft
und Energie





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