



Your ECO-Friendly Solution for Mobile Advertising™

Direct Media Connection is pleased to offer an attractive advertising medium for advertisers whose objective is to build a high profile, long-term campaigns: **MediaBike.**

Now you can place your message in a very visible position in an area where your customers are located. Indoors or out, you can draw attention to your advertising wherever they travel. We offer a fun and compelling way for your products or services to be displayed to a broad audience with great effect.

Innovative Advertising for all your needs MediaBike:

- > Professionally represents your company.
- > Quickly leads people to your business location.
- > Intrigues people.
- > Displays your information right on the screen so that potential customers can contact you immediately.

The Message:

- > Our Video ads and static message placements are designed to engage and intrigue the viewer.
- > Your customer finds out more about who you are and what you have to offer.
- > Brand-name recognition soars when put together in this super-cool manner, enabling you to increase the knowledge about your company's products and services.
- > Onboard information Handouts and Brochures can put your information directly into the hands of your most valuable prospects.

Contact us today!

Direct Line: 248-310-2755

Email: john@directmediaconnection.com



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www.directmediaconnection.com

1 Taxi-Cab style topper attracts the viewer and lights up at night.

2 LCD Monitors are powered by onboard Deep Cycle Batteries, and can use DVD or USB media sources.

3 Seating for two -- you can even offer to deliver someone to your message destination! Storage for Handouts allows you too put information directly into the hands of valuable prospects.

4 Deep-cycle Marine batteries hold a charge for hours and power all systems on the MediaBike:
> Lights
> LCD Monitors
> Media source
> Music and announcements

5 The ECO-friendly MediaBike is human powered, which means it is a ZEV (Zero Emissions Vehicle). It can be used Indoors or Outdoors. Many City Ordinances allow the use of MediaBike on City sidewalks and public gathering areas. This allows you to bring your message to the people, wherever they may be!

6 Advertising is not limited to the LCD Monitors. You can Brand the MediaBike in several areas with temporary or permanent signage and decals. We can even customize your MediaBike to highlight your corporate colors, and supply all the graphic support to make you stand out.

7 Play music to attract the crowd. You can even broadcast your message and communicate with people in a fun way.

8 MediaBike is constructed of superior materials and Product Support is just a phone call away. The chassis consists of a time-tested design, while the light-weight body panels are ready to display your message. All electronic components come with a complete manufacturers warranty, and replacement parts are in stock and ready to ship, maximizing your advertising dollar and minimizing downtime.



Dimensions, Specifications and Rationale >>

DETAILS





How can MediaBike help you?

Rationale:

Compare the following results to the more traditional “old-style” paper ads and flyers:

- > The media bike goes directly to popular locations.
- > 90% of people who see the media bike stop and view the interactive ads.
- > Over 85% ask for more information after viewing ads.
- > 94% of people watched with someone else in attendance.
- > There is at least a 50% increase in retention of the information.

The possibilities are endless.

Give your customers a fast and easy way to receive information about your products and services.

Pricing

Contact us for information regarding MediaBike turn-key pricing or to order specific advertising services.



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Convention Centers

In addition to your typical Website, Street Pole Banners, Reader boards and Center-wide Video Displays, MediaBike can also offer the following opportunities:

- > Promote daily Seminars, Key Note Speakers and future Events at your facility.
- > Exhibitors can rent advertising space to direct more traffic to their booth with Digital Media or in the form of Printed Handouts. They could even rent the MediaBike for their exclusive use in lead generation and more!
- > Event map can be posted on MediaBike for customer engagement. You can even offer a ride to the booth!
- > Give MediaBike attendant communication link to Decorator and Event Services.

Boardwalks

The MediaBike can mingle with the crowds and can help to:

- > Promote local events for your township or downtown area.
- > Local restaurants and businesses can rent advertising space to direct more traffic to their facility. This can be done with Digital Media or in the form of Printed Handouts.
- > Downtown map can be posted on MediaBike for customer engagement. You can even offer rides to the advertiser!
- > Businesses can “book” the MediaBike for special engagements and promotions.

Downtown District

The MediaBike can offer:

- > Local Hotel and Restaurant information
- > Promotion for future or current local events for area townships or downtown area.

Theme Parks

The MediaBike can offer information about your Park in the following ways:

- > MediaBike can be a travelling “kiosk” and have a map and directory always on display.
- > Waiting times can be posted and updated.
- > Local Hotels and businesses can promote their products in an effort to increase area tourism.

Dimensions and Specifications:

COMPONENT	DESCRIPTION	AVAILABILITY
Chassis	Assembled in our Clearwater, FL facility	Manufacturers Limited Warranty
Materials	Chromoly welded tube frame with Sintra body panels	Standard
Drivetrain	Pedal driven by traditional bicycle chain drive	Standard
Brakes	Lever style hand brake	Standard
Battery Components	All components acquired and assembled by DMC	Manufacturers Limited Warranty
Batteries	Two or more deep-cycle Marine-type batteries	Standard
Inverters	Onboard inverters to produce 110v power from 12v	Standard
Switches, Wiring	All switches, wiring and harness plugs are outdoor-rated for continuous use and are hidden from view	Standard
Video Presentation	All components acquired and assembled by DMC	Manufacturers Limited Warranty
Monitors	Two-32” Digital Monitors	Standard
DVD	Depending on Monitor configuration	Optional
USB	Depending on Monitor configuration	Optional