

ELEVISION

PROPERTY COMMUNICATIONS PROPOSAL

OCTOBER 2024

BARBICAN ESTATE

barbican



Introduction
to Elevision

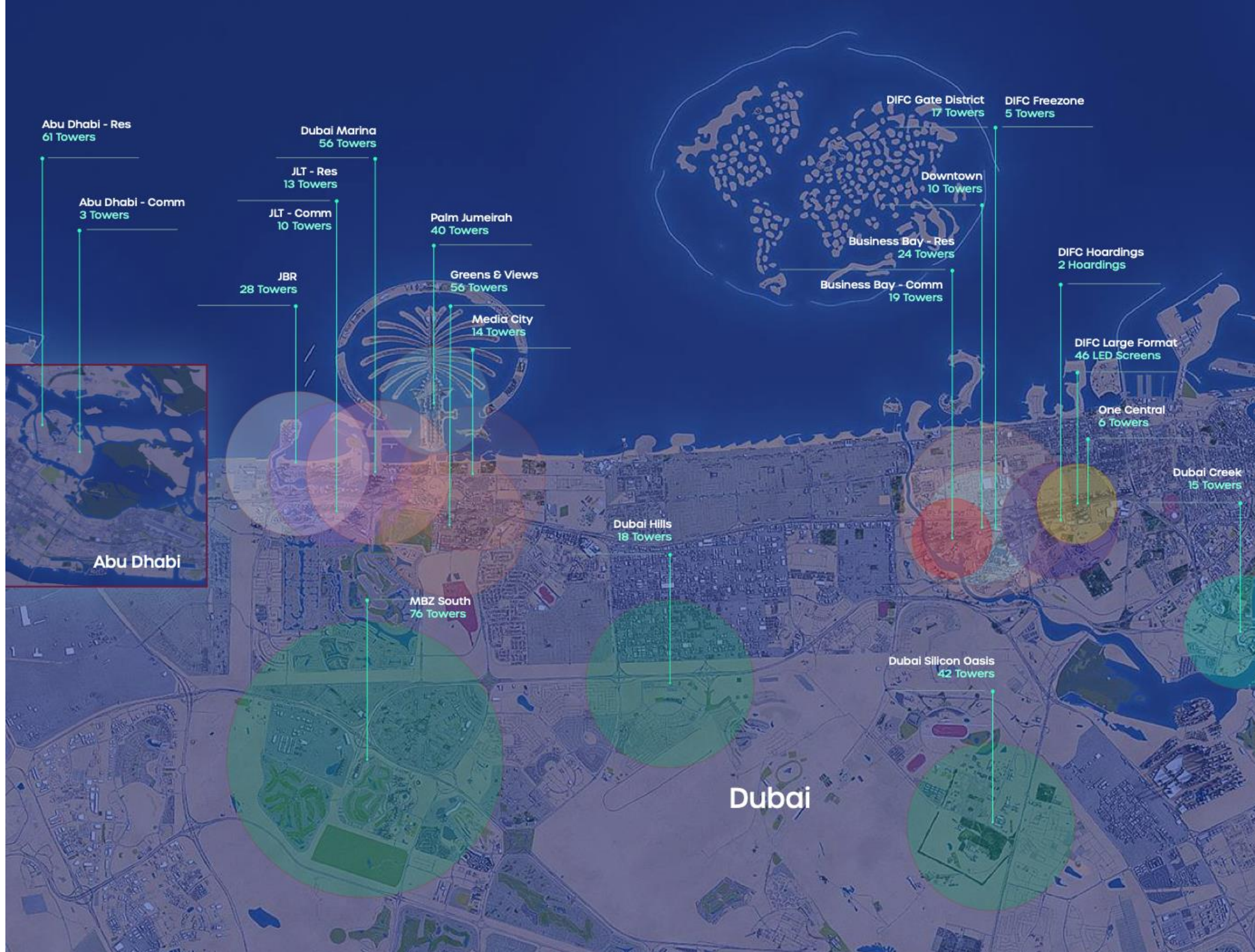


Founded in Dubai in 2011, Elevision are community-based media, communications and advertising specialists. We design, build and operate premium digital signage networks that shape urban environments.

With a focus on technology, we help community managers communicate and engage with their residents through real-time access to a sophisticated network of digital screens.

Elevision provides advertising clients with captive bespoke brand moments that raise awareness, spark interest and engage with audiences.

1,800+
digital
screens in
600+
premium
locations
across the
UAE



Elevision *UK*

A network of **88** buildings

With **152** screens across in London



A zero-cost solution that engages residents and *delivers additional revenue to building management*

0

ZERO COST

Elevision purchases, installs, and maintains all network equipment at no cost to our partners.



ADDED REVENUE

Elevision operates on a revenue share model, sharing advertising revenue and providing properties with a valuable income stream.



Remote access resident communication platform



Real-time news, sports & entertainment



Fun Facts, Quote of the Day & community-based things-to-do

FOOTFALL DATA

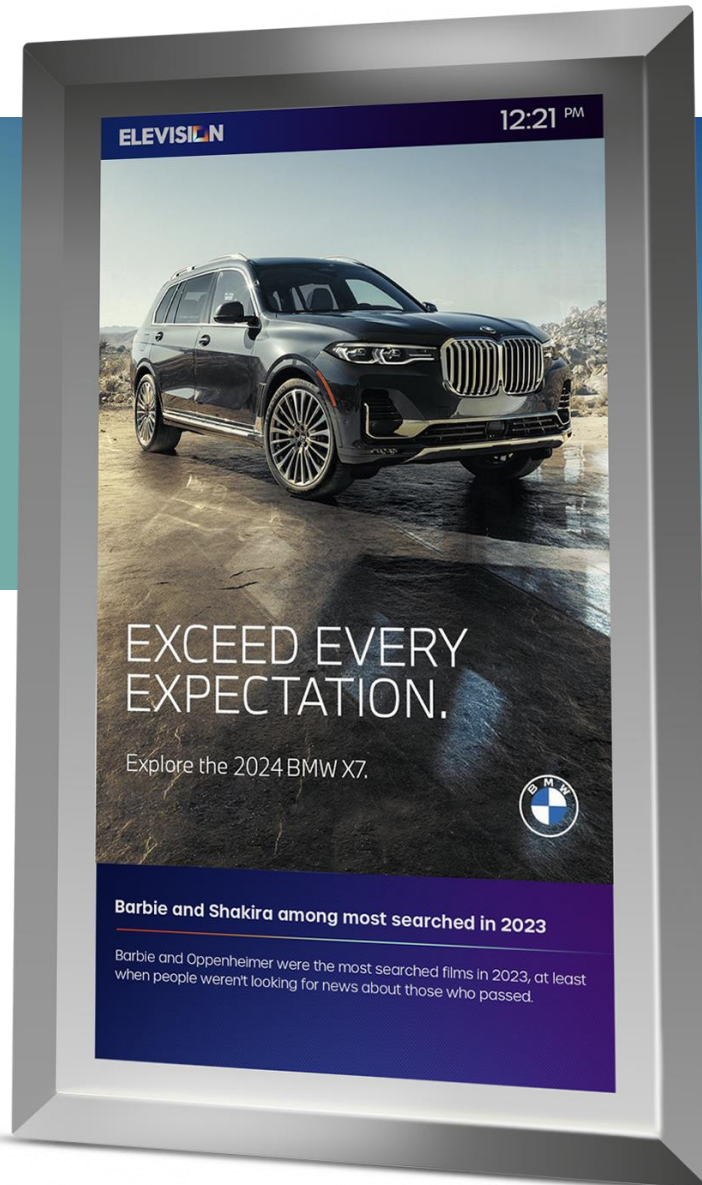


How many people are using each lift



Traffic patterns by time of day and by lift

Enhancing *Properties*



Effective resident communication is a key pillar to a well-run community

Elevision's platform allows property managers to communicate effectively & in real-time.

In addition to an effective and seamless *resident communication platform*, Elevison adds value to communities by providing relevant, timely, and engaging content that informs and entertains people as they move throughout their day, highlighting a building management's commitment to improving the overall resident experience.

Improving the resident experience through *relevant and engaging content*



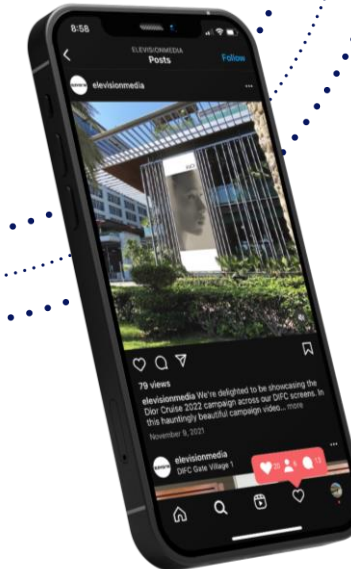
Real-time news, sports & entertainment



Fun Facts, Quote of the Day, Destination Highlight & 'Community Based' Things To Do



Specially curated art from international & local artists



Remote access resident communication platform

Our *Technology*

Our wireless building technology has been designed and optimised for the elevator and common area environments. The selection, modification, and configuration of our hardware components ensures efficient and reliable performance.

With their slim design and crisp images, our screens provide an elegant platform to deliver community messages in style.

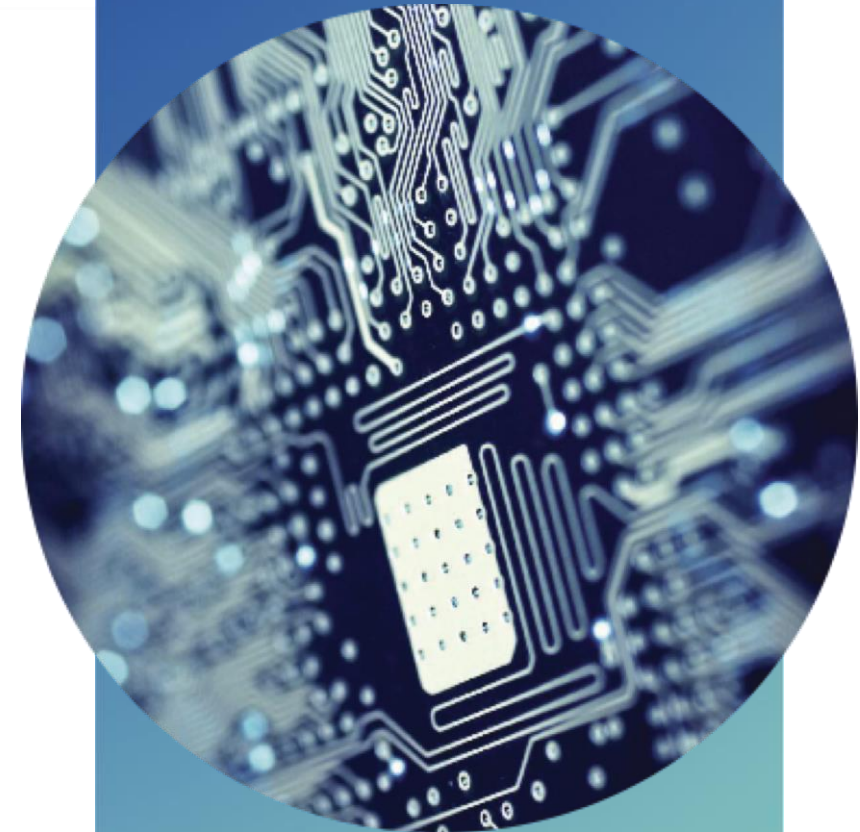
Using state-of-the-art wireless technology, our partners can tactically deploy their content in real-time - allowing for meaningful and effective communications across entire communities.



Elevision technicians are always connected to and monitoring our network of screens.



Our wireless bridge network uses point-to-point communication, making it inaccessible from any outside devices.



BARBICAN ESTATE PROPOSAL

A Comprehensive & Effective
Resident Communication Solution

19-inch lift screens



Screen Brand
Sharp



Resolution
768 x 1366px



Full Dimensions
31.1 x 49.3 cm



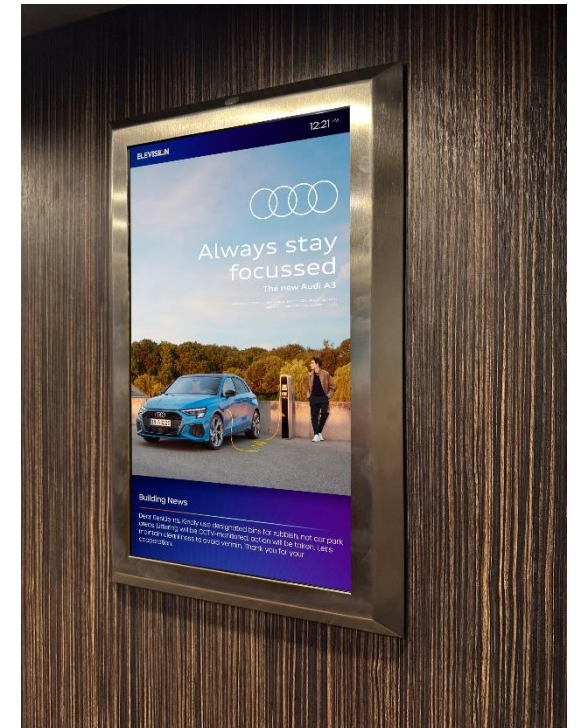
Screen Mode
IPS



Screen Protection
Tempered Glass



Frame
Stainless Steel



Content



Elevison's proposed digital screen network provides Barbican Estate a platform to project a distinct voice and create an inclusive environment.

This ensures consistency in communication that adheres to all corporate branding & conformance requirements and maximises content relevance, impact and results.

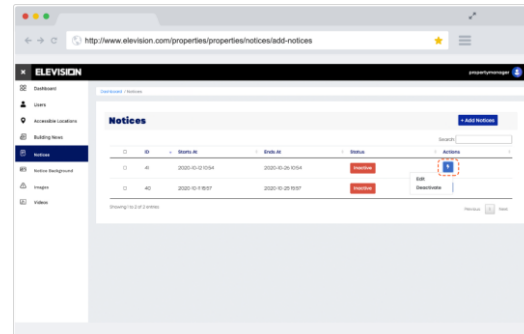
Barbican Estate will have direct access to ComConnect, Elevison's bespoke Content Management Platform, where both corporate, resident and building focused communication can be uploaded seamlessly in the form of notices or images.

Elevison will allocate up to 20% of its loop length to Barbican Estate to upload communication.

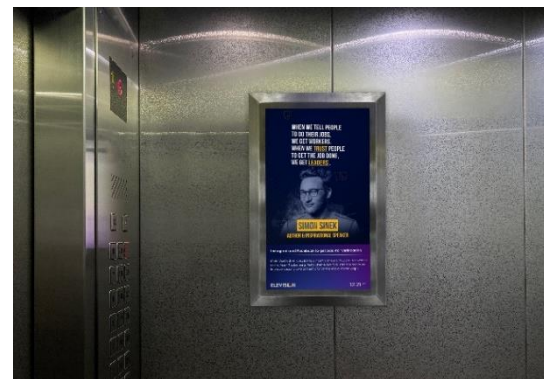
Content



2- Notice uploads to defined location



1- Input notice on EV Content Platform



3- Notice appears on defined screens

Barbican Estate can use the Elevation ComConnect platform to seamlessly upload communication to the lift screens.

Unlimited users can be created, each with their own set of permissions, to upload and manage Barbican Estate content.

Buildings can be clustered together under defined teams in order to facilitate quick uploads across multiple communities.

Notices and messages can be scheduled and pre-uploaded with a defined duration in advance.

Barbican Estate
Commercials



Project Scope

Based upon our discussions, Elevision has created the following project scope for the development:

- ▣ 19 buildings
- ▣ 2,100 units
- ▣ Floors ranging from 9 - 38
- ▣ 80 lifts & 3 tower lobbies

Based upon this we propose to install a total of 80 lift screens, and potentially 3 lobby screens (subject to a technical survey) across the Barbican Estate.

Headline Terms

Hardware & Installation

All hardware (screens, media players, cabling, etc), installation, broadband data and ongoing maintenance costs will be covered by Elevision.

There will be zero cost to the building.

Contract Term

5 years.

Revenue Share

Elevision will pay Barbican Estate a 10% share of all net advertising revenue received.

Power

Electrical provisions and consumption is to be borne by the development.

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THANK YOU

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