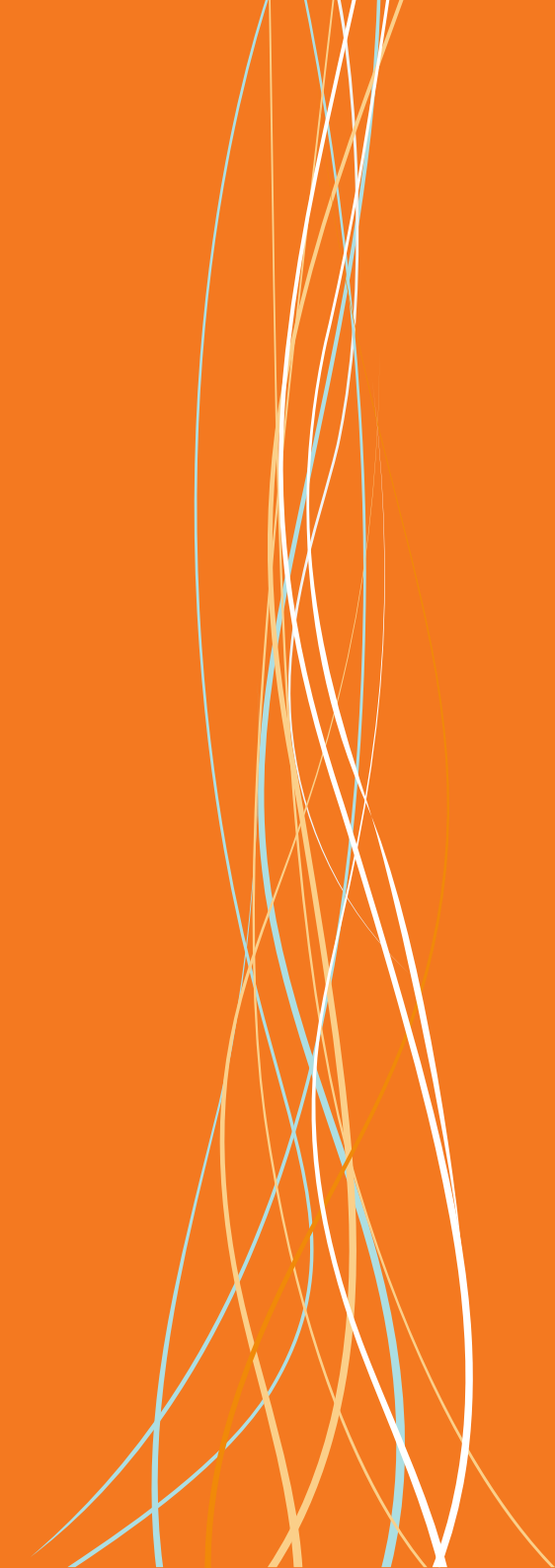


albarq DIGITAL البرقة

HELPING
MALL & PROPERTY OWNERS
REACH CONSUMERS
WHEN & WHERE
IT MATTERS



Install an Al Barq Digital Network in your property

We offer tremendous value to mall and property owners like you.

First, you get an amenity that heightens the quality of information and navigation on your property. Then you get a service that will drive foot traffic to your tenants. And finally, you get a new revenue source through a percentage of advertising sales.

Al Barq installs, manages and sells the advertising and promotional space on your network, and makes it all very easy for you.

Read our Property Owners Brochure and get in touch to tell us your requirements and we'll produce a proposal tailored to the specific needs of your business.



Overview

Who we are and what we do

Our Digital Media Solutions

The Benefits

Our clients

Summing it up

Talk to us

About Al Barq Digital

Al Barq Digital is a new dedicated company that design, deliver and manage integrated, interactive Digital Out of Home (DOOH) media solutions that put brands together with consumers.

We offer unique advertising opportunities using our innovative digital technologies and products entirely new to this marketplace.

Our eye-catching advertising and interactive stations are strategically positioned at the highest foot traffic points in leading shopping malls and venues in the UAE.

The Al Barq Digital brand is part of Abu Dhabi Media Digital Out Home (AD Media DOOH), a new subsidiary of Abu Dhabi Media – one of the fastest growing, multi-media organizations in the region.



The Digital Out of Home Medium

Digital Out of Home (DOOH)/ digital signage covers any electronic display showing information, advertising and other messages in public and commercial spaces.

It's growing rapidly – because brand advertisers love being able to reach consumers with targeted, timed messages, WHEN and WHERE they're out of their homes.

Property owners like you have the perfect opportunity to use digital media to engage and impact visitors with information, promotional offers and well targeted advertising messages.

Shopping malls and retail outlets in particular offer a premium DOOH environment, because of footfall volumes, long visit times and the perfect consumer mindset for advertisers.

Our Vision

We're starting **indoors** with malls, but we're planning to get our advertisers close to consumers wherever they are and whatever they are doing.

We'll go inside and **outdoors** at exhibitions and leisure destinations.

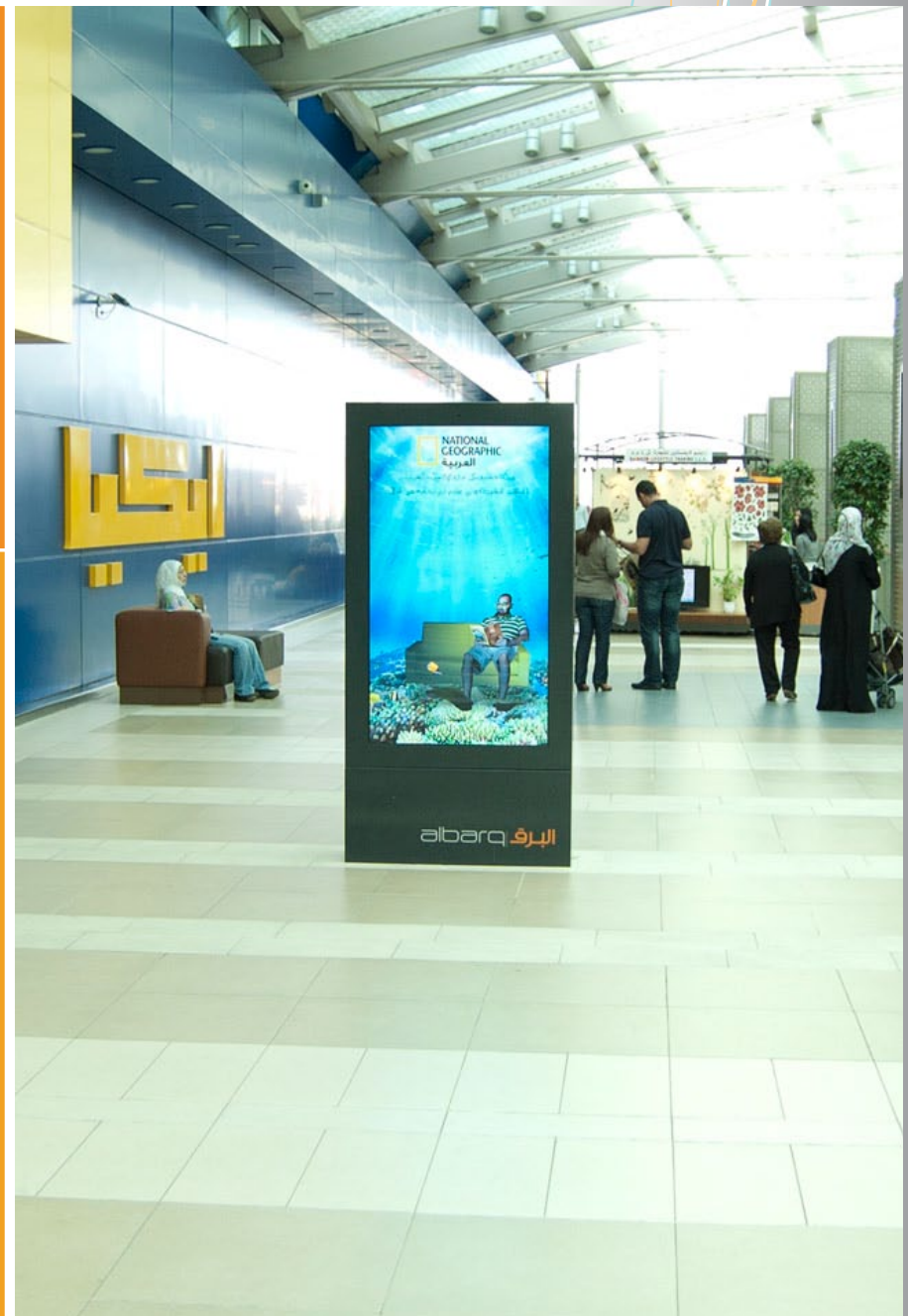
We'll put large screens on buildings and landmarks.

We'll tie our work in with **social and mobile media**, and target messages straight to consumer handsets.

We've started here in our home, but a regional and global roll-out plan is already in place.



With our technologies and thinking, we will be one of the world's leading DOOH solutions providers.



Al Barq Digital Network Reach

Currently Live:

Dubai Festival City (62 screens)
Ibn Battuta (36 screens)
Khalidiyah Mall (15 screens)

Others mall announcements will be made soon.

Wider GCC Region:

We are currently in negotiation with malls and venues across Saudi Arabia, Qatar, Bahrain and other GCC countries.



Our Digital Media Solutions

Al Barq Digital's solutions are all designed to deliver impact and put companies and brands firmly in front of their target audiences.

We tailor the solutions we offer to the individual client brief, but here are some of the current solutions Al Barq Digital has to offer.

The Digital Media Unit

Large HD LCD panels for advertising.

Shopper friendly touch screens for store guides, services and way finding.

Built-in features for loyalty, couponing and proximity marketing.

Integrated with mobile applications.

Units are single or double sided, depending on available space and optimal positioning within venues.

The Big Screen

65 inch full HD flat panel displays, running still, video and motion graphic spots full screen.

Single or double sided, depending on available space.

Content and programming can be tailored to requirements of the venue.

The Interactive Touch Screen

22-inch shopper friendly touch screens – single or double sided.

Screen content is fully customizable to the network, but can run maps, event/ exhibition guides, conference agendas, ticket sales, as well as fulfilling calls to action from the digital screen and providing voucher/ coupon offers.

Screens can include a “skyscraper” ad position to generate additional revenue.

Delivers our innovative wayfinding and location based marketing solutions.

The Big Screen

High impact premium screens at consumer eye level, perfect for branding or call to action adverts in large areas with long dwell times

The Touch Screen

A fully customisable opportunity to maximise consumer engagement with exclusive offers and vouchers only available at the kiosk



Mapping/ Wayfinding

We own the exclusive media rights to innovative mapping capabilities in the region.

Tailored maps of venues, with interactive wayfinding for visitors is available on our touch screen kiosk solution.

Mobile maps and wayfinding can also be downloaded to visitor mobiles from the kiosk or even as a link in a registration pack before arrival.

Maps can include additional venue info, exclusive vouchers and offers to provide additional value to visitors.

Interactive Features

Gain a consumer's attention with the Big Screen ad and then get them immediately engaged using optional interactive functions on the touch screen kiosk.

Built in interactivity can include:

Intelligent swipe card reader for credit, reward and loyalty cards.

Printer for coupons and vouchers.

QR Code Capabilities.



Improve the consumer experience by ensuring visitors never get lost again and have the latest information at their finger tips.

The mini D

Small high impact units with flexible positioning, perfect to command consumer attention at till and counter points.

Primary solution private media networks, such as office, coffee shop, café and retail networks.

10 second adverts run in an agreed rotation.

22-inch HD LCD single sided digital units for advertising.

Dimensions: Height 31-inch, Width 17-inch and depth 8-inch.

Fixes neatly to any counter or flat surface.

Can be integrated with mobile applications.



The Benefits

The benefits of installing an Al Barq network in your property are many. Here's just a few that we hope will help you make up your mind:

- A significant potential new revenue model for your business.
- An effective communication tool to engage with your various audiences in a relevant and timely way.
- Innovative, uniform solutions that will enhance the environment of your property through removing the need for posters and flyers.
- A fully managed service, including installation, maintenance, sales and ongoing support, that makes it all very easy for you, and minimises support required from your team.
- Remotely managed content that allows messaging to be automatically updated to all network screens at the switch of a button.

Our Clients

To date, the majority of our clients have been shopping malls, with our networks already installed in a number of the region's largest and busiest properties.

We have also provided private media networks for a number of corporate offices, as well as supporting a number of high profile events with our solutions, including launch events, press conferences and exhibitions.

Since launch, Al Barq Digital has been rolling out its networks across the UAE. However, we are currently in negotiations with malls and properties across Saudi Arabia, Qatar, Bahrain and other GCC Countries.



Summing it up...

A standardised high quality digital media network and total visual coverage across all of your sites.

Dominant, eye-catching displays - consumers are more likely to look at signage in motion vs. static images.

Interactive technology that engages consumers and makes their experience better.

A large, in-demand audience in a buying frame of mind.

Broad reach, tremendous frequency and long dwell times.

A new revenue stream to your business.

A media company run by media people.



Talk to Us

Farah Masri
Head of Business Development
farah.masri@albarqdigital.com
+971 50 2333297

www.albarqdigital.com