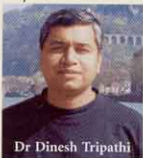




## Singapore company creates innovative in-store display

Last month, *AdAsia* reported the launch of FairVision's electronic display in the NTUC FairPrice chain of supermarkets by Minister of State without Portfolio (Prime Minister's Office), Matthias Yao. This straightforward news story, however, does not do justice to this exciting, innovative advance conceived and developed in Singapore.

It is now possible to operate this new point-of purchase media not only on this island but anywhere in the world from the offices of FairVision Pte Ltd in Ubi Road.



Dr Dinesh Tripathi

The technology was developed by Dr Dinesh Tripathi and his team at WOW Vision Pte Ltd, who have partnered with FairPrice International to form the new company, FairVision, which is marketing the new system.

"We are extremely proud and happy to have achieved a possible world's first in electronic media display in supermarkets, as we believe this system is not replicated anywhere, else," said FairVision's CEO Brig. Gen. (Retd) Colin Theseira. FairVision has already filed patents in Aus-

tralia and internationally to protect their idea.

Chairman of the company is Lt. Gen. (Retd) Winston Choo, who has had an impressive career in the armed forces as well as in the diplomatic service. However, he has also been involved in technology, having been on the Board of Singapore Technologies Pte Ltd for 8 years.

The link to the supermarket chain has meant FairPrice shoppers are the first to experience this wireless, digital electronic point-of-purchase display system. Selected branches of the chain now have monitors installed at the entrance and in the aisles. The screens can be installed without hacking concrete floors to lay cables or drilling through walls. This simplicity means minimum disruption to shopper traffic during installation, which is important to store owners.

You start to realize the importance of point-of-purchase screens when you realize that between 65% to 73% of supermarket purchases are unplanned. This makes point-of-purchase material very influential. In fact, spending in this area is up by 18.1% in the US. At the moment, 39% of displays there are without movement but recently, the number of motion displays have increased by 85%.



FairVision's CEO Brig. Gen. (Retd) Colin Theseira

### The flexible medium

The FairVision screens are controlled by radio link, telephone line or even satellite, in fact, any system of delivery to a simple server in the location.

The number of screens (and size) in any store is flexible and each screen is controlled individually. This means that a screen near the door could be running a programme on all the special offers storewide, while one on an aisle could be telling shoppers to come down that aisle for a low-price coffee item, for example. The screens can play advertising commercials not only about products stocked in the supermarket but, for instance, show a bank advertisement offering personal financial services. If you consider that 1.7 million shoppers patronise a FairPrice supermarket each week, then this audience will excite advertisers selling a wide spectrum of consumer goods. Of course, much of the content will be broadcasts on behalf of the supermarket itself (these can be prepared by FairVision itself) such as price offers.

What blows the mind is the knowledge that every screen has a programme individually tailored. Thousands of channels can be run by FairVision at any one time using their technology.

From the central control at the FairVision office, programmes can be changed within minutes. A price change, for instance, can be keyed in by the FairVision operator and soon reflected on the relevant screen. All ads can be tracked and timings and even breakdowns are recorded, so billing is simple and accurate.

This is a big jump from video looped tapes which are familiar to us.

FairVision have created a new, highly flexible media that has value beyond the supermarket store. This technology has many other applications which FairVision are beginning to explore.

With such simple access to consumers at point-of-purchase, there appears to be a big future for FairVision's new product.