

# Real-time advertising

*WOW Vision's wireless technology allows customised streams of advertisements and information to be sent to outdoor display units and managed from a central location.*

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WOW Vision, a local company specialising in wireless technology, has built a line of hardware and software modules that could potentially allow it to manage customised streams of advertisements, programming, or information to various outdoor display units, all from a single central location.

"POP (point of purchase) advertising is very powerful medium especially in high traffic areas," said Colin Theseira, chief executive officer (CEO), WOW Vision. "About 65 to 73 per cent of all purchases are unplanned and based on impulse."

"We are looking at effective ways for people to advertise which will influence customers to buy," he added. "While still displays are everywhere, motion displays are growing particularly quickly."

By using a combination of asymmetric digital subscriber line (ADSL) broadband connections, 802.11b wireless LAN modules, and streaming software engines housed in standard Microsoft operating system servers, WOW Vision can centrally manage video or data streams to each and



every advertising digital display panel in Singapore. A separate system is being developed for the Linux platform.

"This technology can be used in a variety of retail situations whether in shopping centres, banks or even transport," said David Yeo, executive director, WOW Vision.

The advertisements can be changed on-the-fly in real time, and unlike broadcast media where all displays show the same message, WOW Vision uses a narrowcast system where thousands of channels can be running concurrently on the screens, each with a different picture.

"We also can use any streaming format like .avi or Flash," said Dinesh Tripathi, MIS director, WOW Vision.

In Singapore, WOW is providing its services through FairVision, a joint venture tie-up with NTUC FairPrice, to let the various brands push their products with POP advertising.

"FairPrice Supermarkets receive about 1.5 million visitors

every week," said Theseira, who is also CEO of FairVision. "So, POP advertising is very effective here."

On average, FairVision will install eight small liquid crystal display (LCD) panels and one large plasma display for each of FairPrice's 20 main supermarkets by the end of January 2003. These include locations like Toa Payoh and Marine Parade.

Each of these monitors will be wirelessly connected over an 802.11b connection to a local server which is then centrally managed over an ADSL connection to FairVision's central streaming server in Ubi Road 1. The entire FairVision system – pending International and Australian patents – includes booking and billing modules.

"While the cost of development is substantial, the entire system can be implemented at supermarkets for \$50,000, depending on number of screens," said Theseira.

FairVision's other source of revenue is through advertisement sales which costs as little as \$5 per screen per day.

The company is also planning to expand the system to other parts of the world like Malaysia and China.

"And we can manage all these countries' systems in Singapore," said Theseira. "There are no borders."

WOW Vision is at [www.wow-vision.com](http://www.wow-vision.com) and FairVision is at [www.fairvision.com.sg](http://www.fairvision.com.sg).