

Rewriting the Rules

Of Advertising!



Omni Veil™

Presented by:

HI-TEK MEDIA

The Omni Veil

SUMMARY:

4 Platforms in One!

Platform #1 is a Security Alert System, providing safety, Information, and security.

Messages sent to mobile device alerts for roadway incidents, safety notices, upcoming construction delays, and much more.

Sends text messages, emails and notifications. A sponsoring advertiser, such as Geico may add “This safety message brought to you by Geico.”

Simple dashboard provides immediate updates as often as needed without restriction.

The Omni Veil solution combines digital signage and real-time mobile device messaging to notify users of security events and provides them with real-time instructions. This could be alternate routes during road closures, incident updates, estimated delay times, or any other critical information.

The Omni Veil uses multiple communication systems to help ensure users receive and see security-related messages including Digital Signage, SMS text, Email, Bluetooth Direct Messaging, and Mobile Web over Wi-Fi.

Platform #2 Provides Client Messaging. (Advertising)

Sends text messages, emails and notifications:

As part of this experience, Advertisers will also receive their own campaign to the subscribers via text and email.

The network will build subscribers through opt-in signage at rest areas and through TV and internet advertising.

Platform #3 Provides Wireless Service for Patrons in select locations.

Platform #4 Provides mobile and stationary Bluetooth and WiFi messaging.

Benefits

Subscribers benefit by receiving updates on traffic, construction, and accidents, making their travels on Florida roadways more pleasant, by helping them avoid mitigate delays and avoiding dangerous situations.

DOT benefits though timely re-direction of traffic to avoid roadway incidents and making the travel experience better for its base users.

Advertisers are able to access subscribers though opt-in messaging to subscribers via various digital methods.

Advertisers get the benefit of adding ads to the FREE wireless provided.

Advertisers get messages via mobile and stationary Bluetooth and Wireless messaging.

COSTS:

Omni Veil Platinum Packages