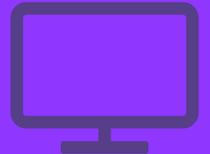


DISPL▶YPLAY

LAUNCH BROCHURE



www.displayplay.com

hello@displayplay.com

What is DisplayPlay?

The smartphone to screen interactive experience.

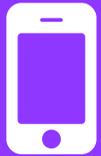
DisplayPlay is a new interactive SaaS solution that allows any user to connect to a screen (big or small) using their smartphone or mobile device for an interactive experience. Interactions can range from a collection of crafted games and apps to bespoke experiences designed & developed by us or created by your own creative team.

The solution engages people to interact in a new way – gamifying the interaction experience, providing instant feedback, rewards and further CTAs. This creates positive memories and feelings with the user associated with the experience and drives further interactions & discussions linked to your event, brand or campaign.

DisplayPlay's web technology that works across all mobile device platforms over EDGE/3G/4G cellular networks – no need to connect to any WIFI, or any app downloads. The system works with all display/playback systems that support web content without the need for any specific integration, app downloads, hardware or software solutions.



How does the experience work?



ENGAGE USER

Our user spots your screen and decides to follow CTA (presented on a pre-interaction video) and interact by scanning the QR code or entering the URL into their smartphone. That's it they are connected - simple!



INTERACT & PLAY

Next comes the exciting part, instantly after engaging the user is allowed to play / interact with the game, app or custom experience. This could be a mini game where they can try and beat a high score or a custom app browsing an interactive product catalogue.



GET REWARD

The end outcome of the interaction can push a reward for further CTA. This could range from a coupon, redirection to mobile website, app download, or direct link to post a social interaction.



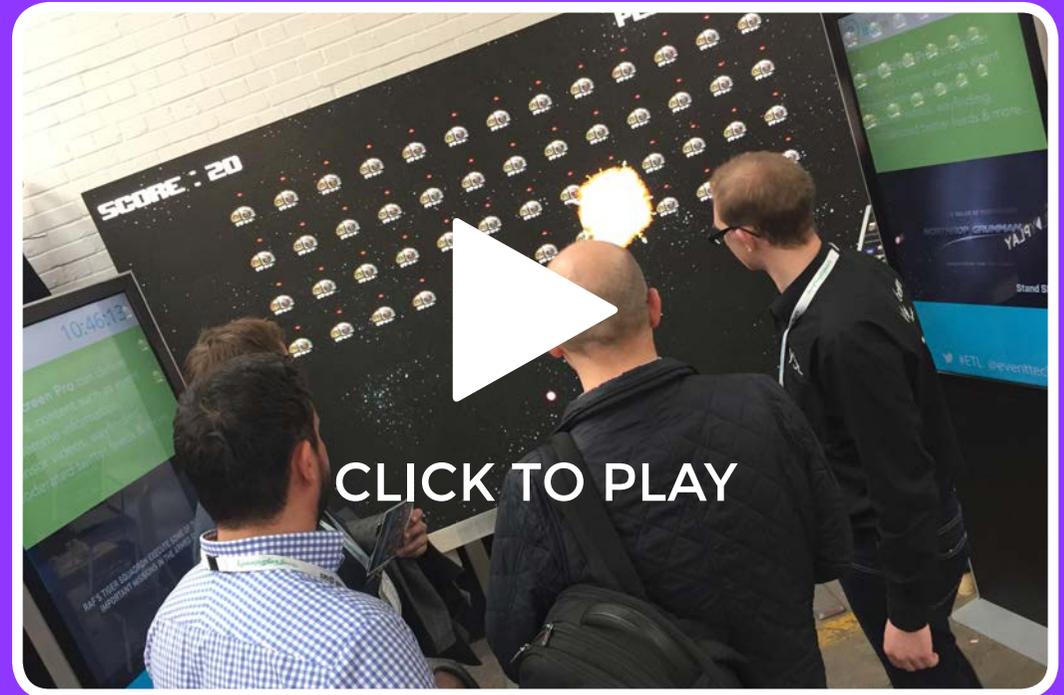
SHARE & DISCUSS

After the interaction has taken place the user is encouraged to share their experience with others on social media either by using their own accounts or by liking / posting to yours. The unique nature of the experience is designed to get people talking!

Watch the Video...

Watch DisplayPlay in action at it's launch preview at #ETL15.

Event Tech Live 2015 saw DisplayPlay's launch preview where we showed off our Alien Invaders interactive game. Watch the video to see it in action here (you must be connected to the internet to watch).

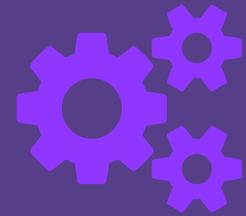


Steps to creating an experience...

1

CHOOSE / CREATE

Choose one of our pre-built interaction experiences and customise it or allow our or your design teams to create a new one. **No coding needed** – we will provide all the information and specifications your creative team need to start work.



2

COLLATE & UPLOAD

Allow our team to put everything together for you and upload to our **cloud platform**. We can provide you with a login to monitor & download real-time interactions, conversions and any additional data gathered.



3

RUN & PLAY

We provide you with a URL to run DisplayPlay on any screen. We can even supply the screen, hardware and onsite support to make it happen out of the box!



ENVIRONMENTS Live Events



Immediately **create the talking point of any event** with DisplayPlay. Create an addictive game with high score leader boards & create a competitive vibe amongst your audience. Great to liven up and entertain guests at conferences, exhibitions, and awards shows.

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ENVIRONMENTS Digital Out of Home



DisplayPlay can be used for any DOOH application from **brand activations** and experimental marketing experiences to product launches and digital billboards. Let our team find the perfect experience for you.

ENVIRONMENTS Retail



For shop windows or sales floor connect and **engage your customers** with product or campaign related mini-games, catalogue interactions and more. Reward players with coupons & discounts driving sales and social interaction.

Why use DisplayPlay?

- A unique & exciting digital experience for your brand, event or activation
- Anyone with an internet enabled smartphone or mobile device can take part
- Works with any digital screen big or small – no complex installation
- Gamify your user's experience using rewards & drive social interactions
- Dedicated support from our technical team
- Let us provide your screen and setup too as a complete end-to-end solution



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