CREEDON TECHNOLOGIES

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About Us

Creedon Technologies was founded in 2007 with a vision to connect people with technology. In 2009 the company's first brand, **NIX**, was launched and quickly became the number one digital photo frame in the United States. In December 2013 **Nixplay** was launched and has gone on to become the top-selling cloud connected digital photo frame in the world. Our success stems from our commitment to innovation, design and user experience, a belief that still stands to this day.

In 2016, **Nixplay Signage** was launched in response to requests from our existing consumer base who challenged us to create an equally simple solution for their corporate needs. Being an 'out of the box' solution with integrated hardware and software, **Nixplay Signage** is trusted by businesses of every size – from local stores, to leading Fortune 500 companies.

KEY FACTS AND FIGURES

12 years of experience
In digital photo solutions with market leadership in the United States

+ 8,000 positive reviews on Amazon

+1.8 million digital displays sold globally

+120 employees

Offices in the United States, Europe and Asia

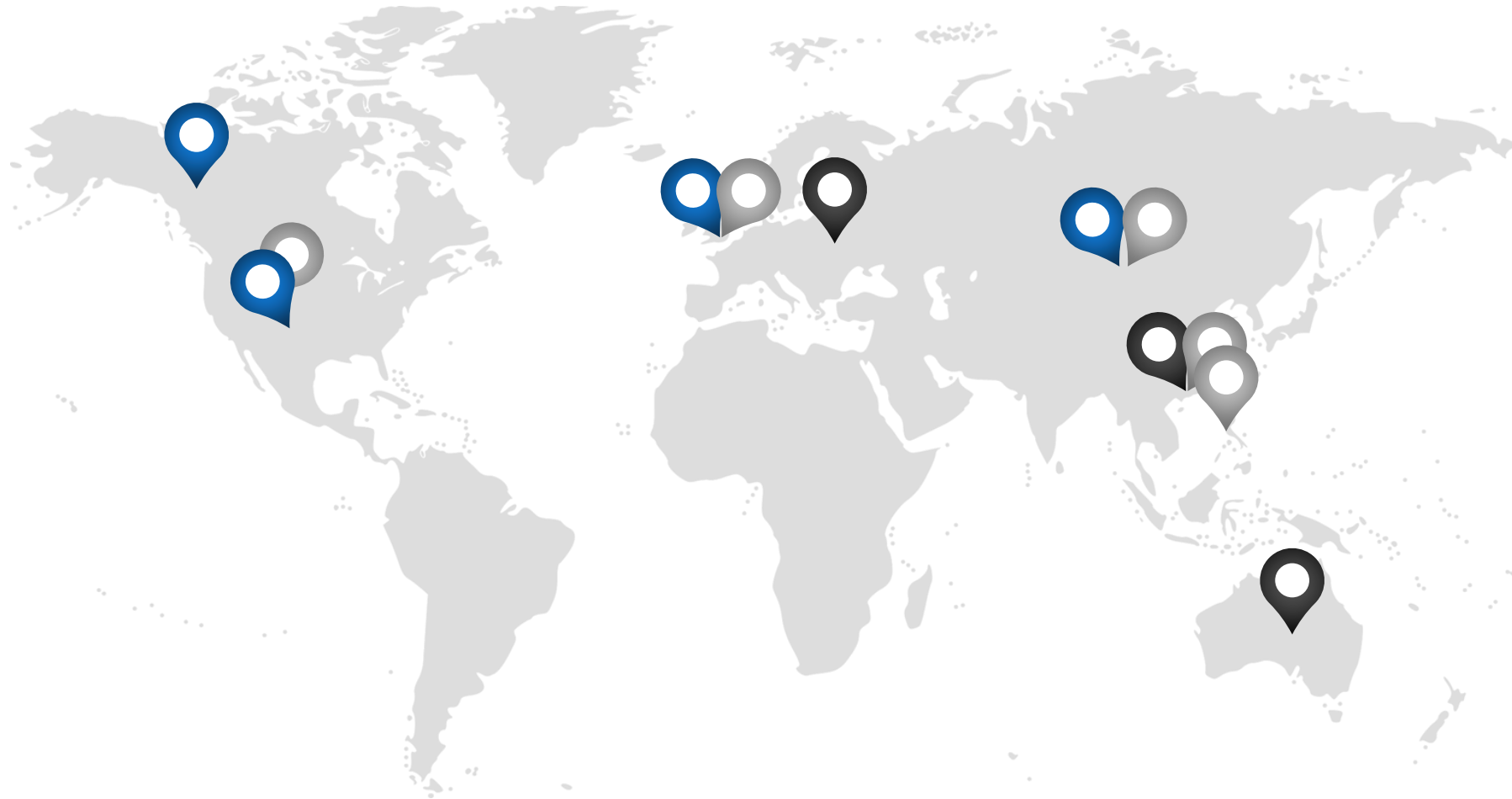# We Operate in Two Segments

CONSUMER

Smart connected photo management
and display solutions, that are platform
and device agnostic

ENTERPRISE

Highly scalable, low cost and integrated
signage solutions deliver value for
money to meet the needs of enterprise
and SMB clients

International Coverage

Current Markets
USA, Europe & Canada

Nixplay Offices
USA, UK, China, Hong Kong and Philippines
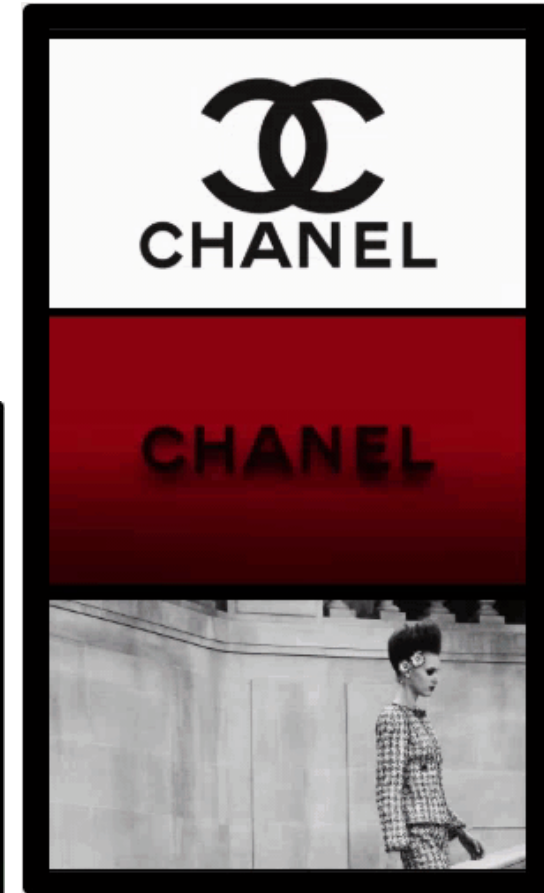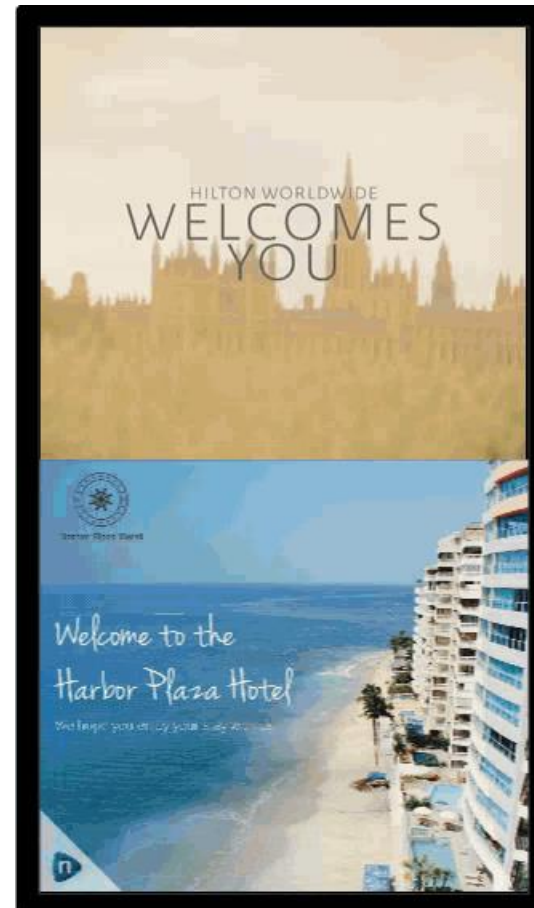
DIGITAL SIGNAGE MARKET

Digital Signage Market

Market Trend*

- Valued at $21 billion in 2017 ($19 billion in 2016)

- Projected growth: >$32 billion by 2023

- More investment by media agencies, usage with mobile
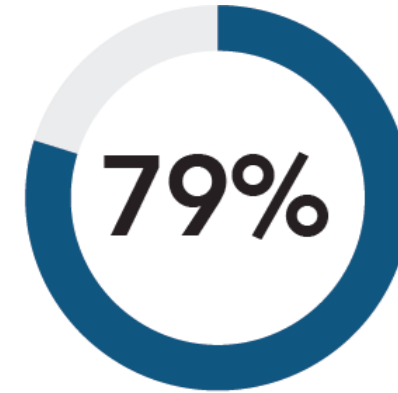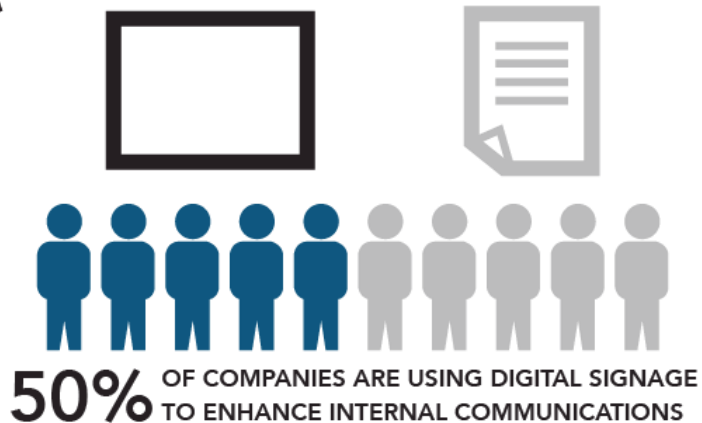
Nixplay Signage

- "All-in-One" hardware and software solution

- Our complete, integrated system is easy-to- use

- Requires no special training

Source: Digital Signage Today

Digital Signage - Industry Insights

DIGITAL SIGNAGE & CORPORATE / EDUCATION

IMPRESSING THE VISITORS

50% OF COMPANIES ARE USING DIGITAL SIGNAGE TO ENHANCE INTERNAL COMMUNICATIONS
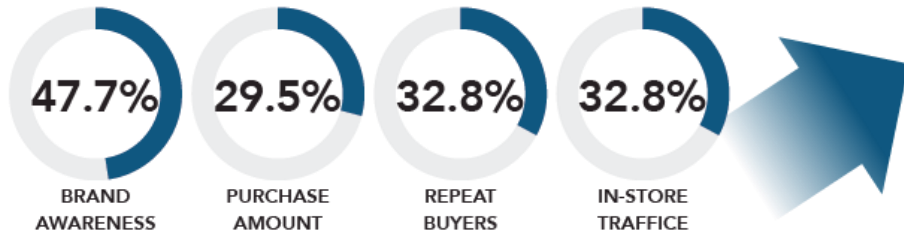
79%

OF INTERVIEWEES AGREED THEY WOULD FEEL MORE PRODUCTIVE AND MOTIVATED IF THEIR WORKING OR LEARNING ENVIRONMENT WAS MORE LIKE A GAME.
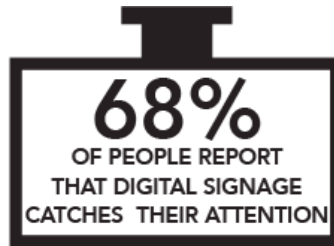
PRODUCTIVITY BY **20-25%** IN ORGANIZATIONS, AND THE POTENTIAL FOR REVENUE COMES TO ABOUT **$1.3 TRILLION PER YEAR**

Digital Signage & Retail

47.7% BRAND AWARENESS

29.5% PURCHASE AMOUNT

32.8% REPEAT BUYERS

32.8% IN-STORE TRAFFICE

8/10 CUSTOMERS HAVE ENTERED A STORE BECAUSE OF A SIGN CATCHING THEIR INTEREST

68% OF PEOPLE REPORT THAT DIGITAL SIGNAGE CATCHES THEIR ATTENTION

42% OF RETAIL VIDEO VIEWERS WOULD PREFER TO SHOP AT STORES THAT HAVE VIDEO DISPLAYS

DIGITAL SIGNS CAPTURED 400% MORE VIEWS THAN STATIC SIGNS

68% inclined to purchase products or services

68% in-store messages sway purchasing decisions

77% useful way to learn about products

55% COULD RECALL THE SPECIFIC MESSAGE DISPLAYED EVERYTIME THEY PASSED ONE.

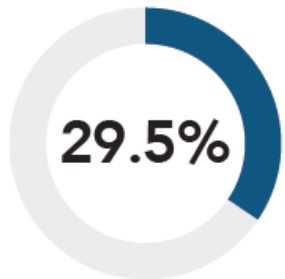DIGITAL SIGNAGE REDUCES PERCEIVED WAITING TIMES AT CHECKOUT BY AS MUCH AS **35%**

DIGITAL SIGNAGE ADDS AN UPSWING IN OVERALL SALES VOLUME BY **31.8%**
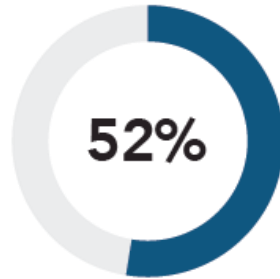
Digital Signage & Restaurant

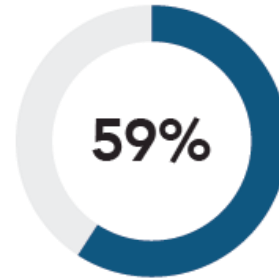## ROI / VALUE ADD Food Service Industry Data

29.5% of customers find digital menus influential for purchase of product

people make an unplanned purchase after seeing items featured on digital screens

52% of customers recall seeing content on digital displays

59% of people who come into contact with digital signag want to learn more about the advertised topic

19% consumers made unplanned, impulse purchases

80% restaurants operators in the US agree that technology helps increase sales

49% increase in sales for certain food items advertised with digital signs

35% decrease in perceived wait time for customers from a long wait and manage the queue

86% of small business owners said they thought the digital signs had brought them new customers

15% increase only in sales for those advertised with static signs

HARD ROI BENEFITS

3%-5% Average sales uplift

2.5%-3% Average increase of on margin per transaction

SOFT ROI BENEFITS

Increase in positive Brand Perception

Increase customer turnover by guiding purchases through content

Brighter, eye-catching information that captivates the audience

Instantly update content allowing you to be proactive and reactive to real world events

Improved operational efficiency
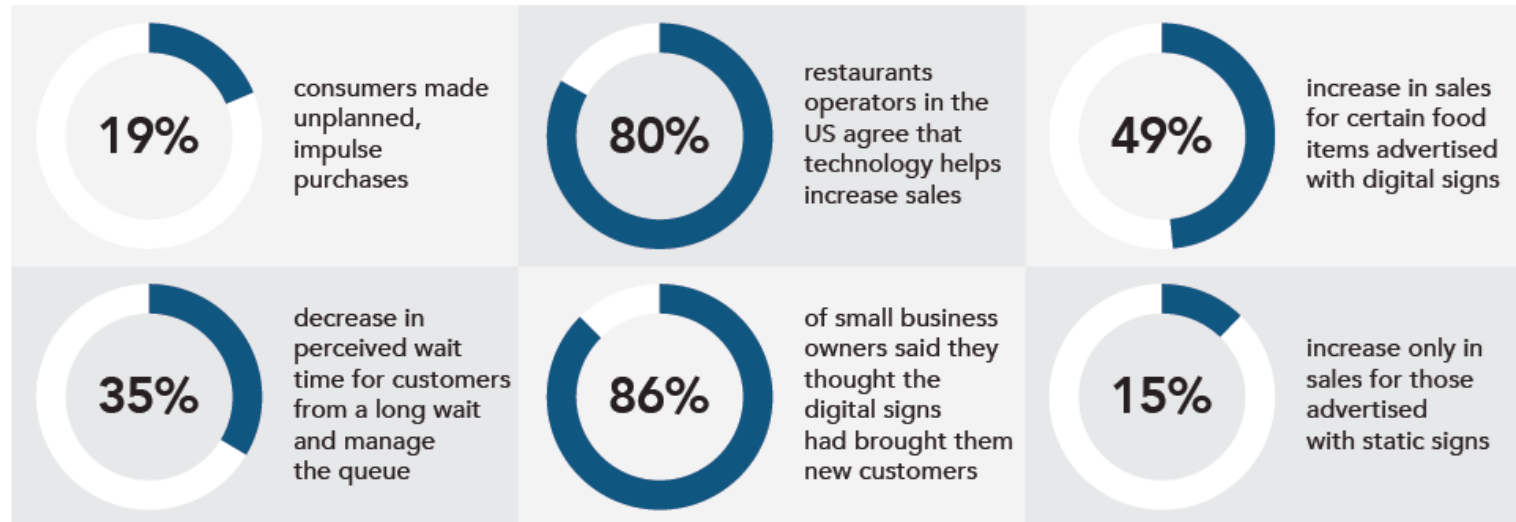
BUSINESS APPLICATIONS

Contents

- Different contents in multiple layouts for maximum engagement

- Tailor your own contents with APPs

- Control all displays with just one online account
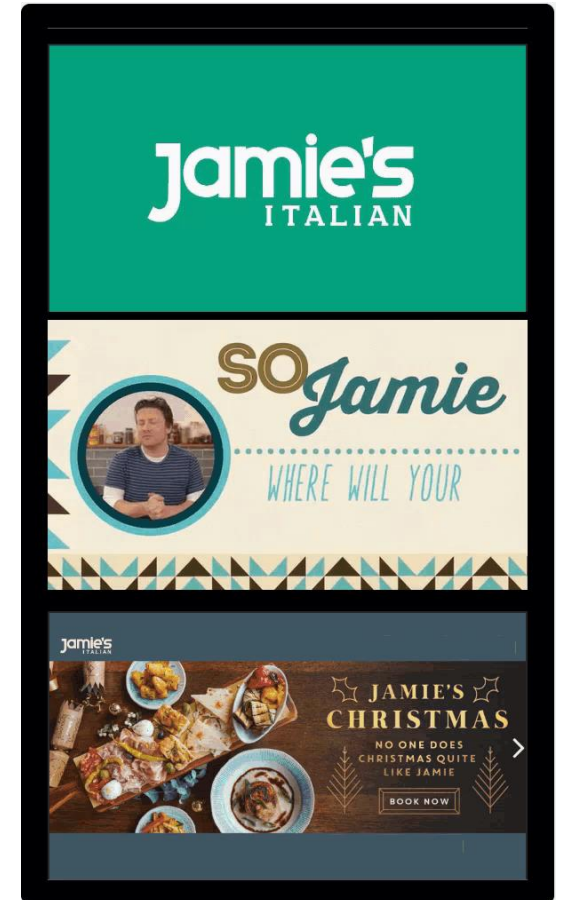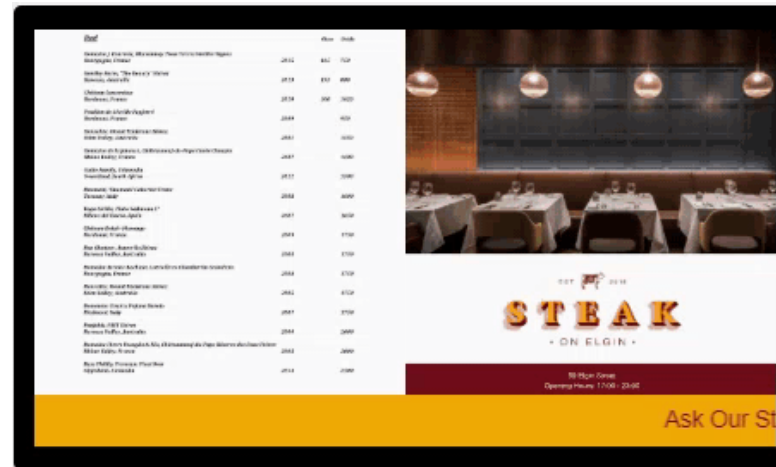
Use Case

Retail

- Provide product information
- Promotion campaign
- New product announcement
- Combo offer
- Brand building
- Generate ad income
- As a shop front promotion channel
- Time sale
- Announcement e.g. VIP Day
- Latest TVC broadcasting
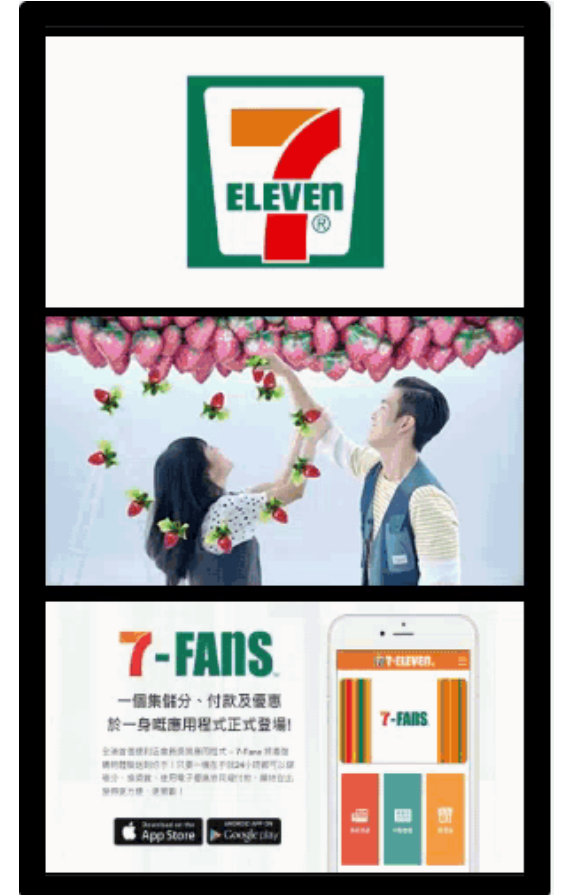
Use Case

Restaurant

- Save time by maintaining a digital menu
- Increased menu management flexibility
- Visual appeal
- Boost sales
- Promote and upsell new items
- Reduce perceived wait time
- Cost reduction in printing out new menus
- Scheduling capabilities
- Efficient delivery of marketing messages
- Improved customer experience

Use Case

Shopping Malls / Office Buildings

- Digital wayfinding
- Weather announcement
- Notices and health and safety information
- Advertising products/events in a shopping mall
- Enable your tenants/advertising partners to deliver the most effective campaigns by using demographics and situational data, like screen location, time of day and more, to target campaigns.
- Communicate visually through images - set up an image gallery

Application Samples

Corporate Communications

- Go digital, no more papers
- Information builds culture
- Share corporate news
- Schedule and display announcement
- Add education to employees
- Attract amusement
- Improve worker engagement
- Emergency awareness tool
- Impress your visitors

NIXPLAY SIGNAGE

How It Works - Hardware

Each Nixplay Signage display is powered by our Nixplay Signage software, allowing you to manage your content remotely. Content is in your control and displayed seamlessly, saving you time and cost.

| 15.6" | 21.5" | 24" | 32" |

- 3-year warranty
- 43" and 55" are also available

New Product Line - Small Format Signage

- The frame has been finished in an on trend brushed silver.
- Available in 2 sizes for your choice: 8" and 13".
- Add elegance wherever placed and is a fabulous way to showcase your products and video campaigns.
- Each Nixplay Small Format Signage display is powered by our Nixplay Signage software, allowing you to manage your content remotely.
- 3-year warranty

Run Nixplay Software at Third Party's Device

Every Nixplay Signage Player is powered by our Nixplay Signage CMS, allowing you to create, manage and schedule your content remotely. Your Nixplay Signage Player can transform other TVs or displays into a smart digital signage solution.

PC Monitor

TV Display

Remarks:
- One display should be controlled by one Nixplay Signage Player
- 3-year warranty

NIXPLAY CLOUD CMS SYSTEM

Highlight of CMS

Landing Page

- Easily view of all displays
- Online/Offline status
- Location of each display
- View displays by sortings
- Monitor the campaigns
- Grouping of displays

Highlight of CMS
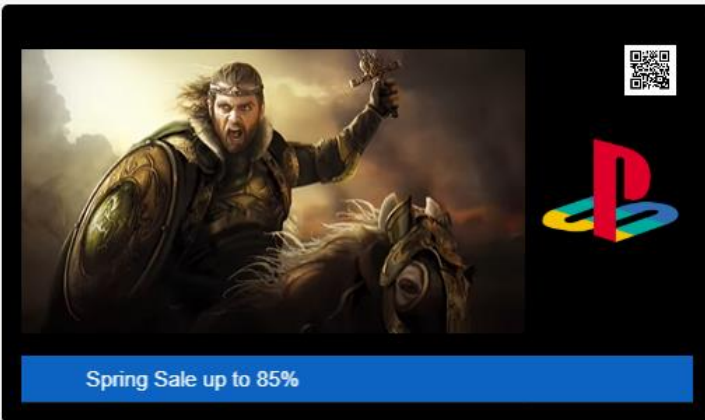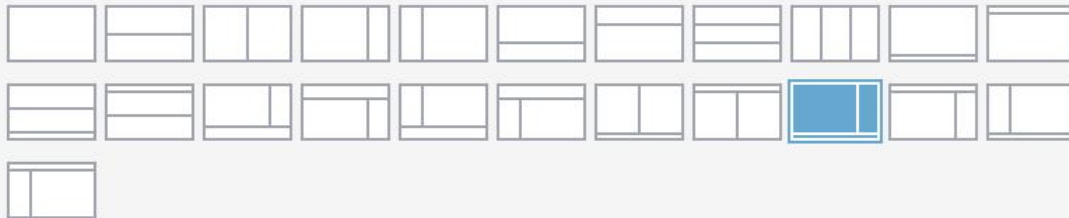
Campaigns

- 23 layouts for each orientations

- Add logo/QR code to the campaign

- Set display duration on each region

- Intuitive to use

Highlight of CMS

Test Demo

Default mode

Off Occurs everyday

Date range

Start date: 12/01/2019 → End date: 12/25/2019 ☐ No end date

Duration

Start time: 09:00 → End time: 14:30 AM/PM | 24H ☐ All day

Repeat on

Off Occurs everyday | SU | MO | TU | WE | TH | FR | SA

Cancel   Save Schedule

Schedule

- Change and update content automatically

- Schedule the campaign by Date Range / Time / Day of the Week

- Post outside of business hours

Highlight of CMS

APPs

- Better support on content creation
- Set up personalized feed
- Improve customers engagement
- Create up-to-date and streamline contents

Highlight of CMS

GROUP YOUR DISPLAYS

- Pair your cloud displays around the world

- Easy for content display and device management

Highlight of CMS

MULTIPLE USERS

- Invite your team to manage your Signage content

- Manage **9** multiple users with access right control

- Scale up your signage operation easily

Highlight of CMS

SECURITY

- Data is protected using SSL encryption standards

- Amazon Web Services host our infrastructure with automatic scaling and recovery

WHY NIXPLAY SIGNAGE

All-in-one Hardware & Software Solution

All-in-one integrated, commercial digital signage solutions

with quick and easy setup for all business verticals

Simple "Out-of-the-Box" Set Up

1. Unbox and Connect to WiFi

Put your display on a stand or mount it on the wall

2. Open a New Account

Create campaigns with multi-layouts and apps

3. You're Good to Go

Schedule your content to play real-time

Ease to Use

- Easy drag and drop content to create campaigns

- Cloud-based: create campaigns anywhere, anytime from your laptop or tablet

- Minimal training needed

Warranty & Superb Customer Service
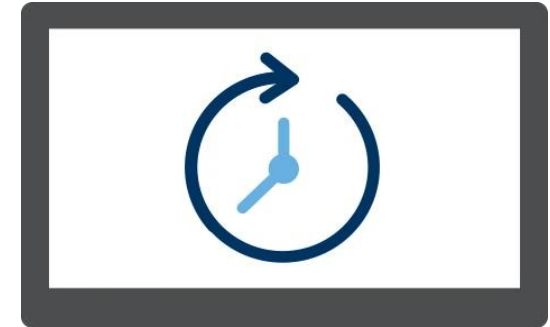
- 3-year warranty
- Our trained product specialists are available via phone, chat, email, and WhatsApp
- Full support available to you, your resellers, and their clients/end-users

RECOGNITION & BUSINESS CUSTOMERS

Recognition

THE WALL STREET JOURNAL — cnet — CNBC — about.com — examiner.com — WebMD — ZDNet — pdn. — NETWORKWORLD — Frommer's

Forbes — FOX BUSINESS — cheddar — CES — C E W E E K

Design & Engineering Awards

reddot design award winner 2015

RED HERRING ASIA 100 WINNER

"THE INTERNET OF THINGS" HACKATHON & Accelerator Series

Winner of Red Dot Design Award 2015 for Nixplay Edge 13 Inch

Winner of Red Herring Top 100 Award

Winner of Internet of Things (IoT) Hackathon 2014 at Amazon Web Service Conference

Selection of Our Business Customers

Organizational Experience

Circle K

- They are currently using Nixplay Signage 21" on the newspaper racks
- Grow new revenue streams by offering new vendor positioning.
- Maximize premium retail space with revenue results.
- Increase product sales by targeting multiple messages to consumers.
- Increased interaction with customers via motion sensors on display.

Organizational Experience

macy's

- Macy's incentivized shoppers to take surveys and help improve the in store experience. Nixplay Signage teamed with a Bubbly digital kiosk to create a tailored solution able to be used throughout Macy' stores
- Despite the complexity of running multiple displays at multiple locations, Nixplay Signage offers an intuitive cloud interface to streamline and update content with ease
- On top of that, technicians are not required to set up the display network, since Nixplay Signage is an out of the box solution

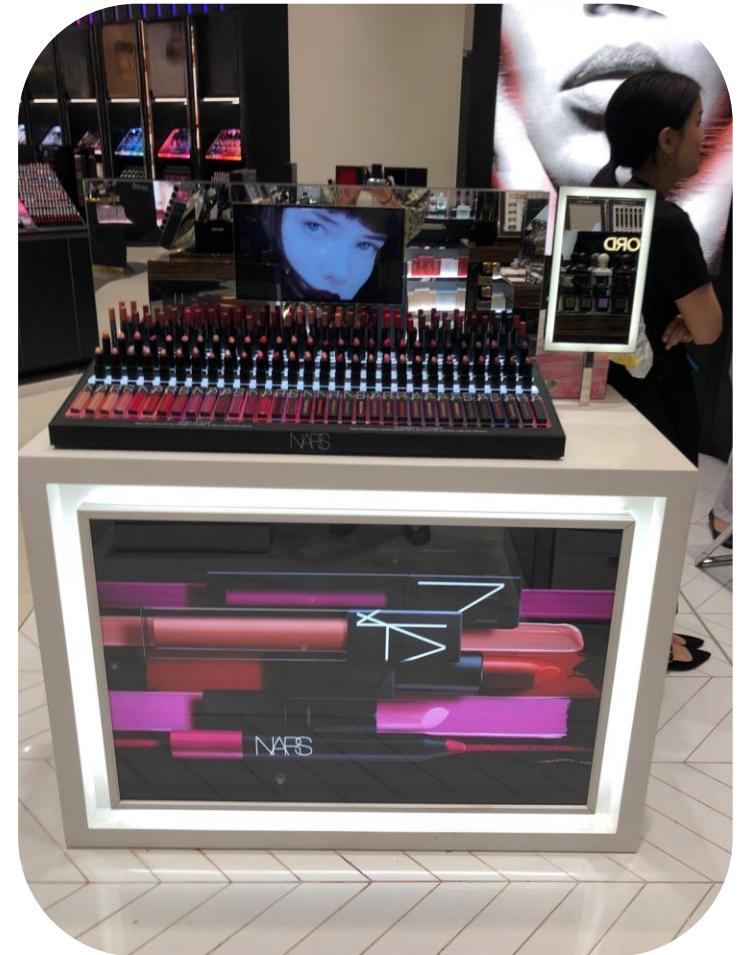# Organizational Experience

NARS

NARS

- They are currently using Nixplay Signage 15"
- Deployed at NARS cosmetics sales counters in airport terminals across Asia.
- Updated content is pushed to screens from one centrally operated account.

Organizational Experience

SONY - PlayStation

- Use Nixplay Signage to display game video demo and promotion messages at roadshow events across Asia Pacific
- Nixplay Signage showcased in PlayStation Official Dealers' shops in HK, Thailand, Malaysia, Singapore, and Indonesia
- SONY can control the content and displays remotely by monitoring, creating and scheduling campaigns across all countries from one centralized account
- SONY also uses Nixplay Signage Players with their existing Sony TV, to control the content from the same web application as the smaller displays

Organizational Experience

Cafe Deco Group - Beerliner German Bar & Restaurant

- Use Nixplay Signage to replace foam board and posters for green marketing purposes
- Schedule all campaigns & promotions online
- Real-time control allows them to run adhoc campaigns and react to the market immediately

Organizational Experience

FoodRepublic

- Used to change the printed menu everyday
- Deployed Samsung signage but found the software to be too complicated to manage for their frequent updates
- Nixplay B2B Software is a hassle-free and easy-to-use CMS for them to manage and schedule all content
- They are confident and happy to use Nixplay Signage, currently have 14 units of 43" and 1 video wall in their newest addition Food Republic Jordan

Testimonials

★★★★☆

Save time and efforts

" The content management system allow me to easily create all all the content for the week/month and never have to touch it. I can t...

Mellow Mushroom

★★★★★

Easy to manage the many signages I have

" Super impressed by how easy it was to purchase one to test and manage all the content. Feedback of the video wall has been positiv...

STANFORD UNIVERSITY

★★★★☆

Recommended to advertisers

" Using Advanced Tier of software - this will allow them to control all displays remotely , create campaigns with different layouts ...

BUBBLY

MANAGEMENT TEAM

MEET OUR TEAM

Divisional Heads

MARK PALFREEMAN
CHIEF EXECUTIVE OFFICER

DAVID FERGUSSON
MANAGING DIRECTOR

PETER O'KELLY
GENERAL MANAGER

RYAN DUCIE
HEAD OF MARKETING

SOPHIA AVERY
HEAD OF B2B SALES

BENOIT LE BERRE
CHIEF FINANCIAL OFFICER

PAUL CONSTABLE
PROGRAM & RISK MANAGER

MARCIN DUDAR
HEAD OF HARDWARE

KEVIN PALFREEMAN
TREASURY AND UK OPERATIONS

PATRICK CHAN
CHIEF OF SOFTWARE

JOHN MARSDEN
HEAD OF SOFTWARE AND CLOUD ARCHITECTURE

CAITLIN WONG
SALES AND BUSINESS DEVELOPMENT MANAGER

www.nixplaysignage.com