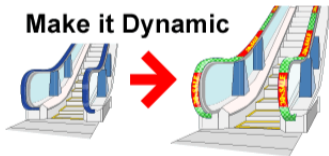


# Aap!Rails

## *Escalator Handrail Advertising*

*Look - Grab - Enjoy!*





## Welcome to Aap!Rails!

Aap!Rails enables advertisements, branding, and other decorative communication material to be easily applied to escalator handrails around the world.

Easily communicate with riders at shopping malls, transit systems and airports during average rides of 30 seconds.

Look-Grab-Enjoy!

# Aap!Rails

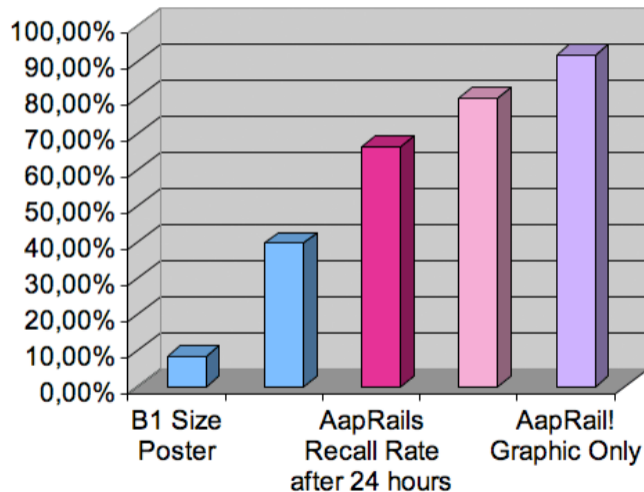
*Aap!Rails allow marketers to effectively capture the attention of riders during average 30-second escalator rides.*

## Aap!Rails Benefits

### What Advertisers Gain:

- Opportunity to capture public attention with new advertising platform
- Marketing avenue provides high-impresion frequency
- Innovative ad placement to beat other marketing noise
- New mode of marketing to drive client “buzz”

## Aap!Rails Memory Recall Rates



Source: Aeon Group Study at Takashima - 2005

# Aap!Rails

*Recall rates as high  
as 80%*



## Aap!Rails Benefits

### What Riders Gain:

- Improved escalator appearance
- More interesting environments
- Source of “food for thought”
- Antimicrobial protection for handrails, giving riders a sense of comfort and limiting riders’ exposure to contagious disease
- Limited static electricity with Aap!Rail film

### What Escalator Owners Gain:

- Increased revenue at marginal cost
- Utilization of previously unproductive structures
- Better communication with riders
- Enhanced location aesthetics and ambiance, leading to stronger customer relations and increased ridership
- Minimal involvement from escalator owner!

# Aap!Rails

*As high as 90 % of people utilize escalators even when stairs are also an option*



## **Aap!'s Role**

Aap!Rails utilize existing structures at no extra cost to owner.

Aap! manages the entire process:

- Initiates and manages communications with companies seeking advertising
- Coordinates advertising logistics, including artwork and campaign copyright
- Manufactures Aap!Rails to local community standards
- Will work within all safety, security and other protocols
- Carries out installation and removal process of ad campaigns at designated facilities

# *Aap! Rails*

*Make existing  
structures  
profitable*



## ***Aap!Rails Operation Summary***

**Step 1 - Belt Preparation**

**Step 2 - Application of Aap!Rails Film**

**Step 3 - Film Lamination and Initial Inspection**

**Step 4 - Antibacterial Agent Application**

**Step 5 - Inspection and Testing**

**Step 6 – Let the passengers enjoy!**



### **Aap!Rails Film Applicator**

Machined and engineered in Japan



Laminate stabilizer plate passes over applied film to ensure proper wrinkle free application.

Grooved applicator plate sits and is contoured to handrail model.

# *Aap!Rails*

*Can be installed in  
as little as 2 hours*



### **Why are these advertisements so effective?**

Commuters subconsciously and frequently interact with targeted Aap!Rails advertisements daily. Aap! calls this the power of innovative advertising. Daily contact with contact media like Aap!Rails is effective and further enforces media exposure.

Aap!Rails allow marketers to effectively capture the attention of riders during average 30-second escalator rides.

### **What about safety?**

Our partners in the development of the Aap!Rails medium have developed and installed over 150 worldwide without any damage to machines or users.

We can also include safety messages at regular intervals on the film to remind users to safely exit the escalator.

# Aap!Rails

*Safely launched  
at over 150 sites  
worldwide*

### **How long does it take for Aap!Rails to be operational?**

From print, to transportation agency approval, to installation – Aap! can get advertisements up and running in one month. Installment on escalators averages less than two hours.

### **What is the minimum period that an advertiser can leverage the Aap!Rails Platform?**

One month. Clients are required to be on site for a minimum of a one-month period.

### **What percentage of revenue is shared with the escalator owner?**

Revenue share is negotiated on a system-by-system basis.

### **Will Aap!Rails replace the actual escalators or handrails?**

No. Aap!Rails system safely applies adhesive films to existing escalator handrails.

Handrail laminates can be customized and scaled to all consumer handrail specifications.

### **What about the possibility of damage?**

In the rare event that Aap!Rails or other Aap! products causes damage to property, a \$250,000 insurance bond will cover repair and or replacement of property.

### **What is the print dimensions?**

Film allows for 7 meter prints that repeat to length of handrail- width is scaled to site specifications.

# Aap!Rails

*Aap!Rails works on  
all commercially  
available handrails!*

*7 meters of print  
space*



# Aap! Rails

*Lumine  
Department Store  
Tokyo Japan*



# Aap! Rails

*Pacifico  
Yokohama Japan*

# Aap!Global

alternative advertising possibilities

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