

Give Your Brand Centre Stage

Brand Recall:
Outstanding.



Worldwide ADRail Customers:



Imagine your company's message in the hands of millions of consumers – in full brilliant colour.

Whether you want to make your campaigns interactive or simply maintain brand awareness, add value to your promotional mix with this highly visible medium. Spend your advertising budget wisely by incorporating ADRail into your marketing strategy.

Where There's Traffic, There's ADRail

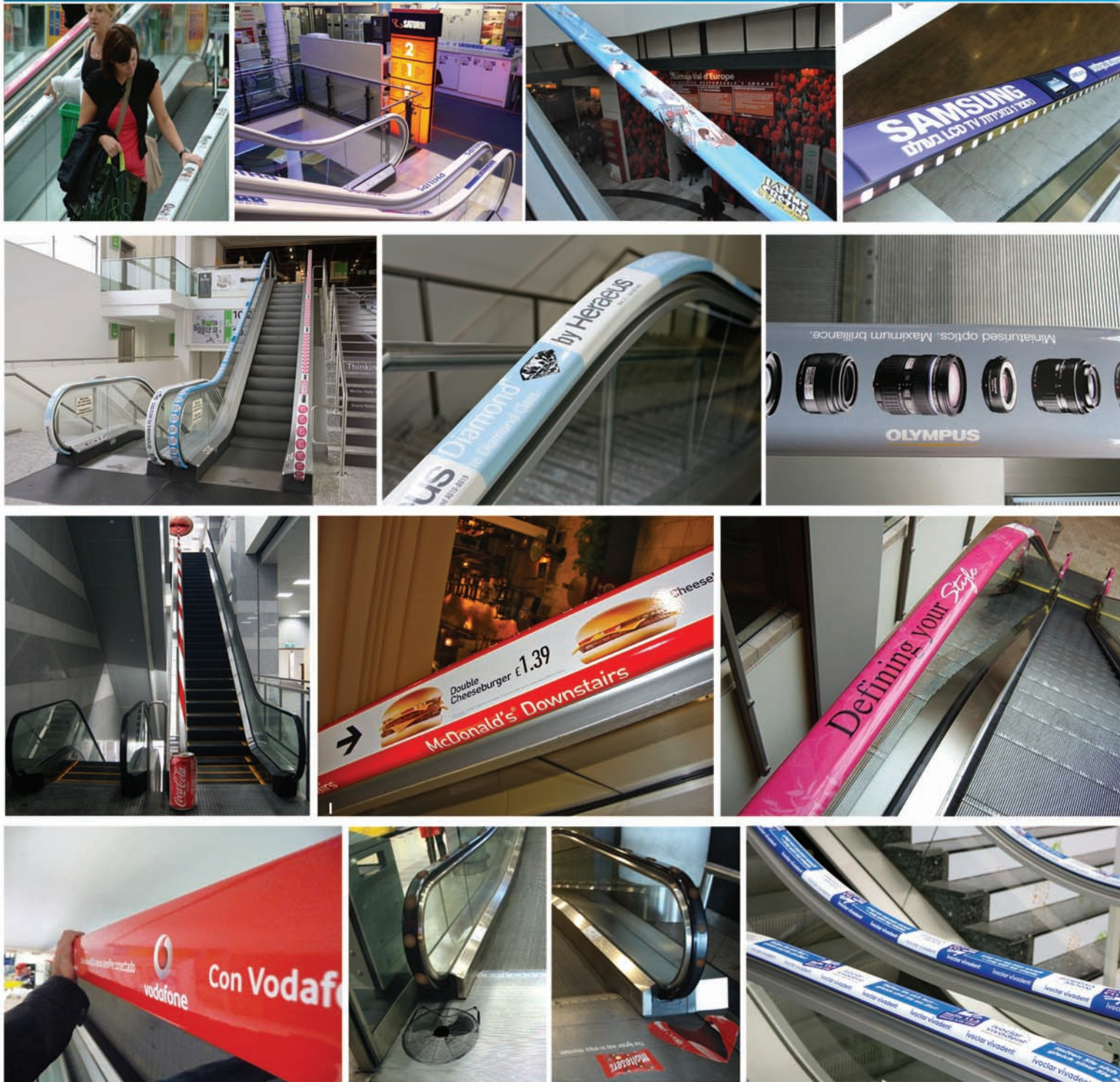
ADRail is a popular advertising medium in shopping malls, hotels, sports arenas, transit stations and airports. When given an option 80% of the public use escalators opposed to stairways, with an average duration of 30 seconds in transit. Studies have shown an impressive 54% of escalator passengers recalled the brand name advertised on ADRail.

Features:

- | | | |
|------------------|---------------|----------------------------|
| Vibrant Colours | Glossy Finish | UV Stability |
| High Resolution | Antimicrobial | Easy Maintenance |
| Maximum Coverage | Durability | Quick Installation/Removal |

245 million people ride escalators in North America each day; 500 million in Europe; 700 million in Asia.

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