

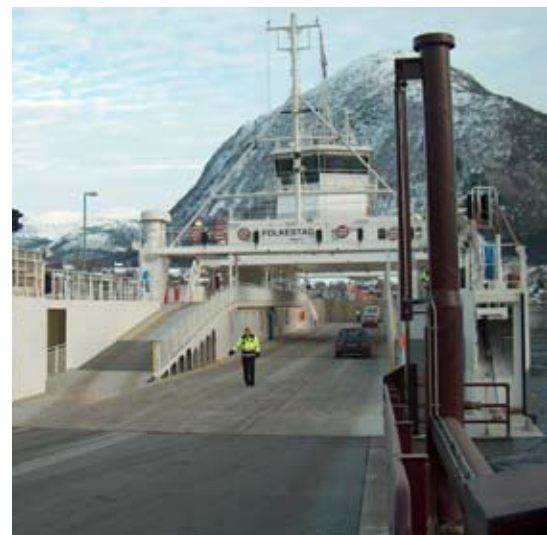
Ezembra Infotainment Systems

THE CHALLENGE

Ezembra AS in Norway, Ålesund, embarked on a pilot-project with one of Norway's largest ferry companies, Fjord1 MRF AS in the Møre & Romsdal region in November 2004. Today, 2.5 years later, Ezembra has implementation and content management contracts with all the major ferry companies in Norway, covering 50% of the national ferry marketplace.

The initial pilot was designed to prove that real-time data feeds and dynamic digital signage was possible to implement and manage on ferries in motion. The goal was to provide passengers with travel information, route changes, onboard safety messages and road conditions while generating revenue from an ad-based Digital Signage network.

Installations on ferries are similar to bus-installations in many ways, but the main difference is that everything is dimensioned for a maritime environment with high frequency voltage peaks. This means extremely rugged hardware and cabling with shielding and grounding and a great need for "clean power".



THE SOLUTION



Before the Traveler Information Channel could be installed each ferry required upgrading. The solution required Ezembra to plan, engineer, and purchase hardware and software prior to the time when each ferry was due for its annual service and maintenance. The customer, who purchased all hardware from Ezembra, financed the installations. This has contributed to a financial stability for Ezembra while building the information channel.

The strategy was to provide a real-time Infotainment channel and provide free broadband access for passengers, all financed by advertising. Content, including local and national advertising, live TV feeds, interactive services (SMS interface) and GPS triggering with live positioning maps, was transmitted using WIMAX to the multi-

zoned screens on the ferries. In addition to its main business-partners, Ezembra collaborates with Edda Media (MECOM Europe) and TV2 Nettavisen in Norway for content, real-time news and interactive services.

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THE BENEFIT

The 5 new gas-driven ferries on the West Coast of Norway are majestic ships. They are 129 meters long and sail at 22 knots. Every year the five ferries carry more than 5 million passengers. The design of the network is technically modern and all passengers readily accept the Passenger TV channel from Ezembra. The five players on these ferries already generate positive revenue for Ezembra and its partners including: Norwegian newspaper Haugesunds Avis in Haugesund, who deliver advertising content, and video news feeds to the 60 screens on the ferries.

Fjord1 Ferries, alone transports approximately 22 million passengers per year, representing an estimated revenue potential of about 750,000 € annual from advertising income. Ezembra now have contracts with Fjord1, Tide ASA, Norferjer AS, Bastø Fosen AS and Fosen Trafikklag ASA.

HSD ASA, now TIDE ASA awarded Ezembra AS new Infotainment contract to install and manage Infotainment systems on two new ferries in Trøndelag.

HSD Sjø AS awarded Ezembra AS a contract for installing and managing public Infotainment system on the ferry MF Folkestad. Ezembra AS currently has an outline agreement with Fjord1 MRF AS on delivery of the same kind of system for ferries.



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