



## Digital Signage

# How do you deliver the right message to the right consumer at the right time?

## DO IT DIGITAL™

Fourth Wall is an award-winning digital and interactive agency with over a decade of Digital Signage experience. As one of the original co-founders of the Canadian Out-of-Home Digital Association, and the sister company of Onestop Media Group, Fourth Wall lends its expertise to agencies and clients looking to easily and cost effectively create digital signage campaigns across multiple venues (such as transit, airports, hotels, retail stores, malls, office buildings, education facilities, residential buildings, and more). Whether you are looking for an agency to custom design creative or adapt an existing print or television ad for Digital Signage, Fourth Wall's seasoned team of senior level graphic designers, illustrators, Flash and 3D animators, and multi-disciplined programmers are ready to help.

## Services:

- ▶ Programming strategy
- ▶ TV/print ad adaption
- ▶ Custom ad design and programming
- ▶ Custom content library
- ▶ Interface design and programming
- ▶ Video optimization
- ▶ smartAD®

## Partial Client List:

- Bank of Montreal
- Belair Travel
- Blue Mountain
- Board of Trade
- Delta Chelsea
- Hilton Hotels
- Holiday Inn
- Ivanhoe Cambridge Malls
- North by Northwest
- Onestop Media Group
- Pattison Outdoor
- Queen's University
- Retail Council of Canada
- Ryerson University
- Sporting Life
- Telus
- Toronto.com
- Toronto Transit Commission
- Travel Alberta
- Wall Street Journal

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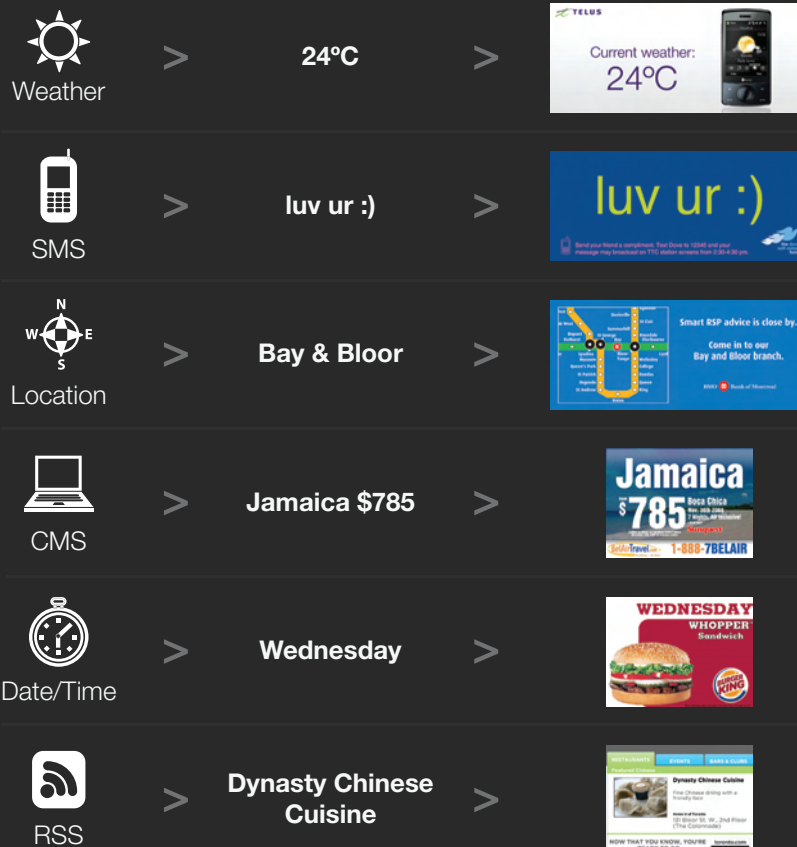


# What looks like tv, but acts like the internet?

## A smartAD<sup>®</sup>

A smartAD<sup>®</sup> is a proprietary advertising system that leverages the power of Onestop Media Group's Digital Signage Network across Canada with real-time creative messaging capabilities.

A smartAD<sup>®</sup> has an advanced technical infrastructure that allows multiple content messaging scenarios to be input via a secure website or automatically from other external data sources (examples: weather, date, time, screen location, SMS, RSS, etc.). A smartAD<sup>®</sup> contains a logic system that enables it to determine which scenario to display at the most optimal time.



Not only does a smartAD<sup>®</sup> allow advertisers to reach mass audiences in a timely, relevant manner, it creates operational efficiencies that significantly reduce production costs. smartAD<sup>®</sup> has been fully adopted by a portfolio of leading Canadian advertisers, allowing them to change their creative as often as they wish, with no incremental costs.

