

# Nomadix Media.

Portable DS with Campaign Monitoring Capabilities.



## Client Brief.

The Digital Signage Expo (DSE) is the world's largest international trade show dedicated to digital signage and interactive technology. This year Nomadix Media launched their latest portable digital signage technology, the iWalker.

## Acquire's Solution.

Powered by the Acquire software the iWalker is a wearable digital signage system capable of grabbing the attention of audiences displaying content at around 6 feet tall.

The latest devices by Nomadix were utilised by the show organisers and worn by brand ambassadors to welcome visitors at the show's entrance. It displayed exhibition content to inform attendees about the scheduled events.

## Features and Benefits.

- Voted the 'coolest thing at the DSE show 2013'
- Innovative solution to portable advertising.
- Location-based advertising, tracking customer
- Light and portable screens can be carried.

## Acquire Software.

The system uses a hybrid version of the main Acquire editor and the Acquire2Go system enabling content to be updated via the web from any device. It also works seamlessly with Quividi Technology to cleverly track and monitor audience statistics, including number of impressions and interactions as well as recognise customer demographic information, such as age, gender and location - all of which will prove vital for brands. The iWalker was branded 'The coolest thing of the DSE 2013'.

