



**URIMAT®**

Swiss quality – since 1998.

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**WiFi**

A high-yield  
investment.



# Advertising with URIMAT

## The award winning waterless urinal

coupled with an ambient digital media channel that forms part of a highly innovative, engaging and practical wash-room solution

URIMAT offers high-resolution LCD-screens with animated messages that hit home within your target group.

A modern and audience-specific medium that allows you or your customers to address your target group in the most effective way. The URIMAT media partners will be pleased to advise you.



# The Acceptance Study

## Question:

1. Did you notice any specific characteristics of the urinal you just used?
2. Do you view the digital advertising on this urinal as positive, you don't mind it or intrusive?
3. Can you recall the advertising message?

## Findings:

**93%**

of all those surveyed said the advertising screen was the first thing they noticed on the URIMAT!

**96%**

find the advertising on the URIMAT positive or aren't bothered by it!

**90%**

remember the message on the URIMAT advertising display!

- › captive audience of
- › no divergence loss

The Acceptance Study was performed in Switzerland by the renowned market research institute, IHA-GfK.

# This is how it works



1 Content is sent to URIMAT's dedicated data management, who then deploy it via a HTTPS/SSL network.

2 Using highly secure cloud based technology, we're able to deploy content on a local, national or global basis.

3 The content is received by our cloud based network, and sent wirelessly to our onsite media device.

4 Moments after content is deployed it will appear on the networked screen.

Content can also be schedule to go live at a later time/date.

There are a variety of media devices available for powering digital signage via the URIMAT dedicated data management

## Benefits include:

- › High impact LCD screen
- › High recall rate @ 90% and non-intrusive
- › Demographically targeted male audience
- › Play video, images, Livestream & RSS etc
- › HTTPS secure remote content deployment
- › Campaigns deployed nationally/regionally in seconds
- › Update creative content hourly, daily or weekly
- › 5 - 40 sec adverts - shared on rotation or dedicated
- › Low production costs

## Screen Utilisation

URIMAT can be used by a variety of market sectors to demographically target high footfall audiences in male washrooms throughout shopping malls, sports stadia, highway service stations, restaurants, clubs, bars and tourists locations, to name a few.





## The ecological environmental system.

- 1 High-tech polycarbonate bowl, carbon-neutral manufacturing, 100% recyclable
- 2 Unique odour trap technology with integrated cleaning system  
Saving minimum 100,000 litres of drinking water a year per urinal = 17.5 kg less CO<sub>2</sub>
- 3 Microbiological cleaning system
- 4 Financing possibility through advertising

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