

# **DIGITAL NETWORK IN THE FILTERING STATIONS MODEL of systemlife**

***The company System Solutions srl will supply and  
manage the maintenance of the “city” model filtering  
stations***

## OPPORTUNITIES

The "systemlife" filtering systems represent a technology at the citizens service by means of air filtration of polluting particles, even if nanoparticles.

The project aims to the welfare of the citizen, saving on the health costs for the community. Thanks to their "green" image and their "friendly acceptance" by the citizens, these ecological platforms implement new communication means by installalling high-resolution LED screens on one side.

Their location in strategic places of the city, allow a great attendance for informations by public authorities as well a general news with many content models.

## THE NEW "GREEN & FRIENDLY" COMMUNICATION CHANNEL

- 3.24 m<sup>2</sup> LED screen
- 10 mm, Pixel Resolution (HQ)
- Colors
- Video and Images Support
- Remote Control via Internet

Real dimensions mm 1300 x 2700



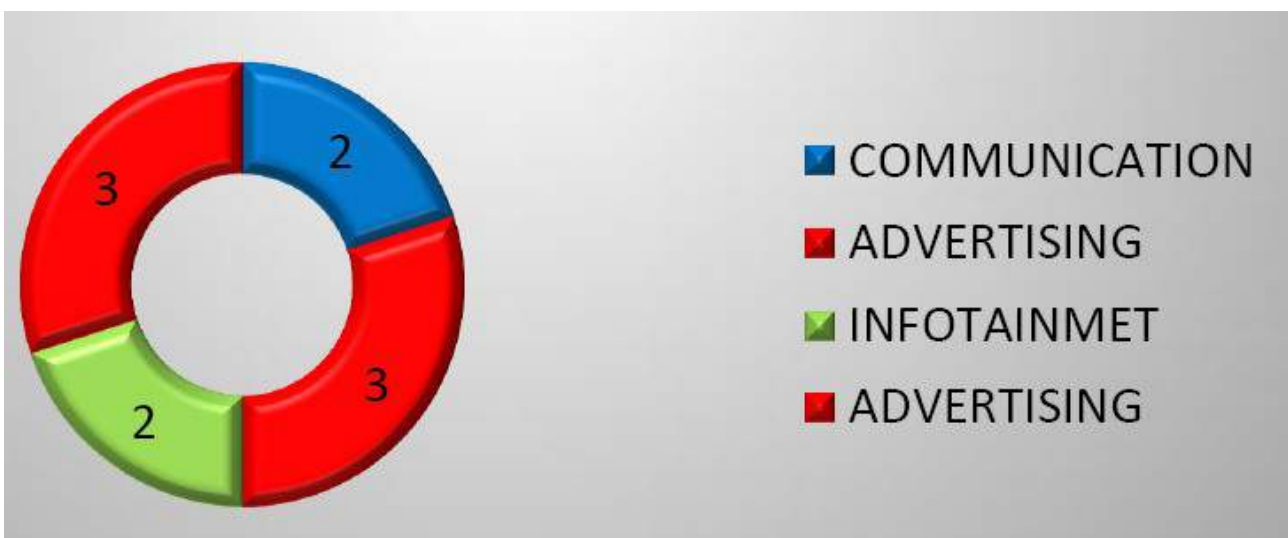
## **THE PROPOSAL**

- The Company System Solutions srl pays all the costs for the supplying, maintenance and operational costs of the ecological stations having the exclusive advertising rights of at least sixty percent of the available transmission time.
- The minimum concession period is for ten years and afterwards the ownership of the filtering machine with LED screens, computers, control and communication systems will be transferred to the Municipality.
- Obviously, the choice of sites must be subjected to a preliminary agreement between the parties. This agreement will define the benefit that can be achieved by reducing atmospheric pollution through the retention of dust and the sites most interesting from the point of view of coverage/visibility.

## TRANSMISSION OFFER

Operating time from 07:00 to 00:30 = 17 hours and 30 minutes of daily transmission.

- General program of 10 minutes' duration (105 per day)
- 2 min. cycle for communication to the citizen (210 min per day)
- 3 min. cycle for ads (18 spots – 10 min eachone)
- 2 min.cycle for general information and entertainment
- 3 min. cycle for ads (18 spots – 10 min eachone)



# TRANSMISSION EXAMPLES

## INDEX OF COMMUNICATION SUBJECTS TO THE CITIZENS

- Relevant local content, including news and information
- Local cultural events
- Citizens' Agenda
- Urban Transportation timetable
- Travel tips and guidelines
- Promotion of local sites of interest (museums, monuments)
- Public announcements (notices, petitions)





## **INFORMATION AND ENTERTAINMENT INDEX:**

- Contents of general interest
- Meteorology
- Pollution index
- Calendar – Ephemeris
- National and international events (sports, cultural, etc.)

- Exclusive broadcasts (musical entertainment)
- General contents for the citizen (photos, information)
- Interactivity (games, downloads, surveys, lotteries, etc.)







This is the new revolution in the DOOH world (Digital Out of Home).

The most powerful communication channel on the streets of the city.

An extraordinary tool to increase the visibility of services to the citizens in the territory, as well the achievement of health benefits for people thanks to the "system solution" air filtering stations.

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