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Marketing Solutions

Today's Agenda

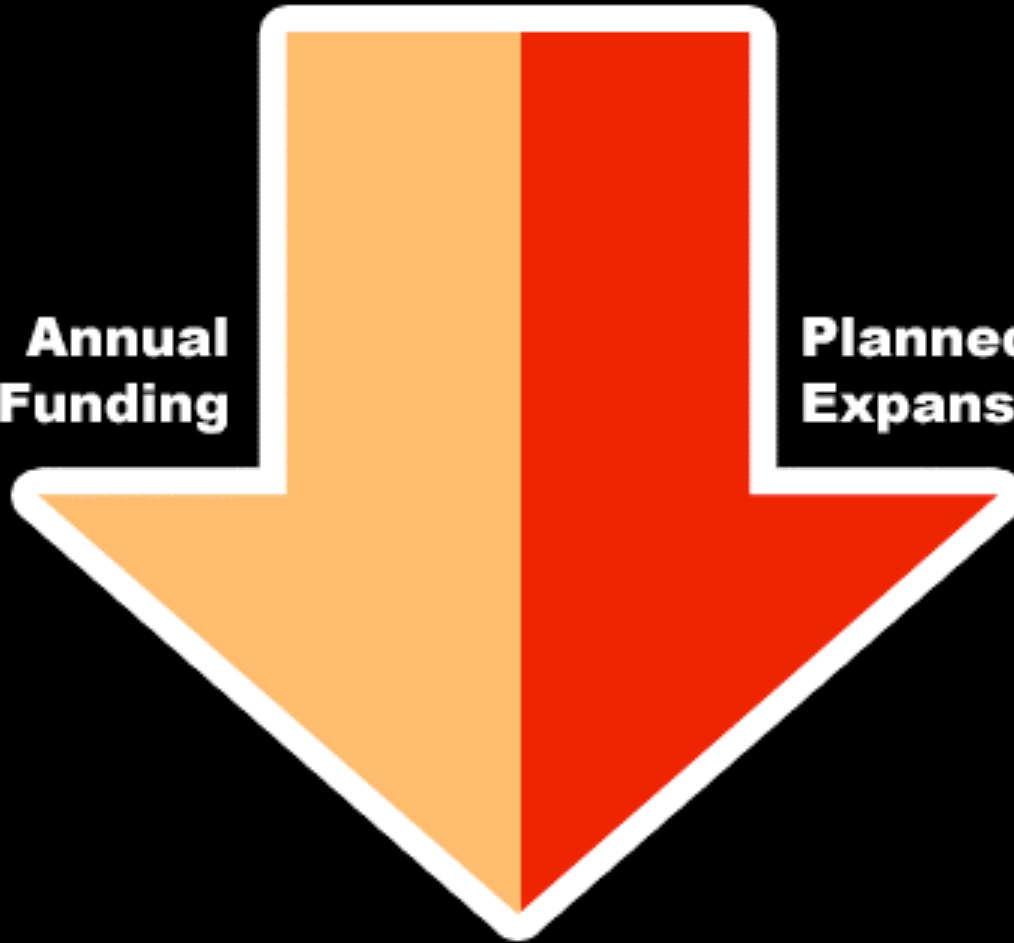
- Translink's Future
- Opportunity for Change
- Benefits and advantages

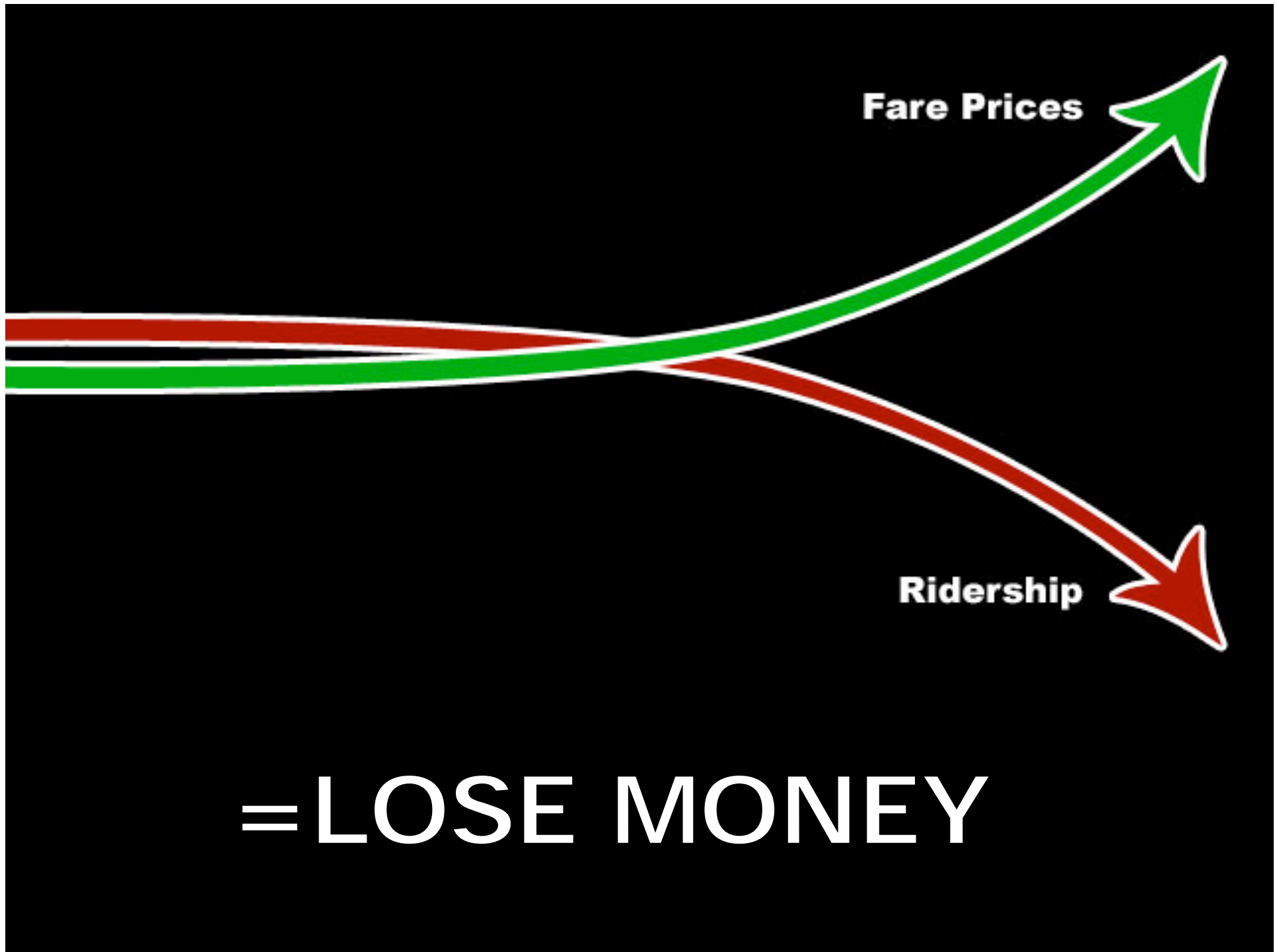
Year 2012

\$300 MIL

**Annual
Funding**

**Planned
Expansions**











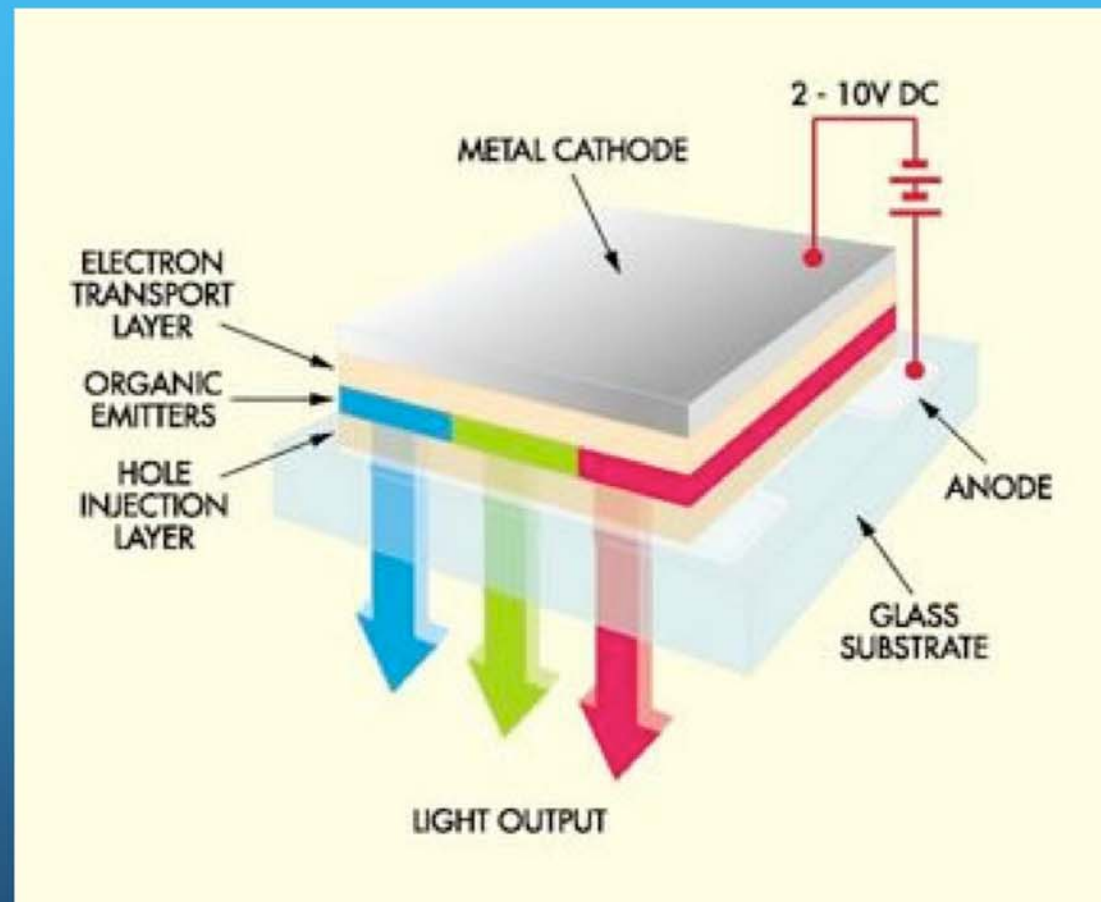
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Organic Light Emitting Diode (OLED)



How an OLED works



Advantages of OLED



- ✓ Low Power Consumption
- ✓ Better Brightness and Contrast
- ✓ Ultra wide Viewing Angle
- ✓ Flexible and transparent
- ✓ No Backlight Required

Target Marketing technology





Target Marketing technology



OLED

 **Bluetooth®**

GPS





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What's Working

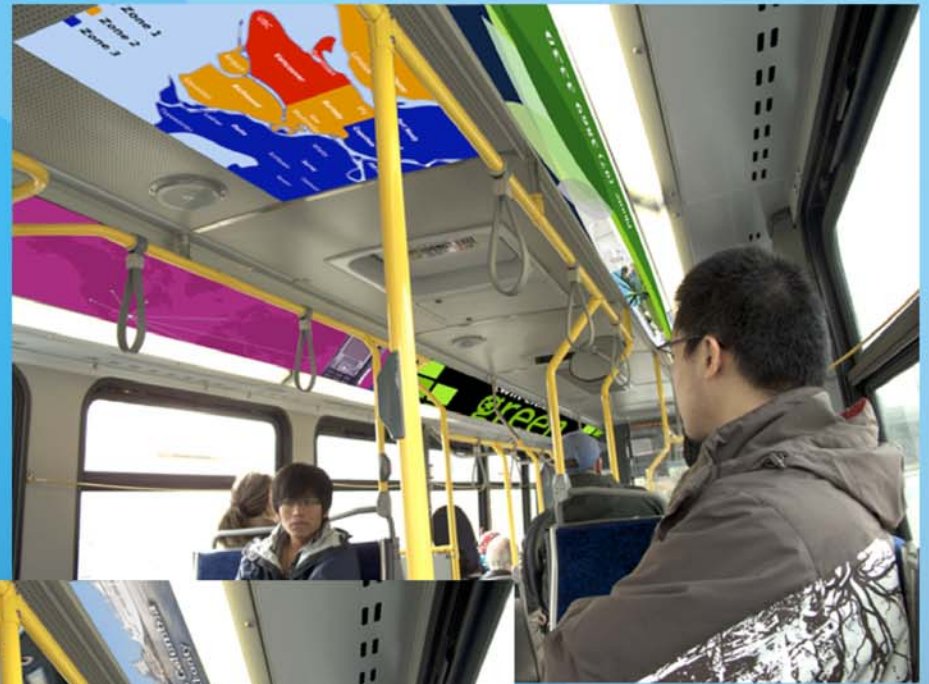
- A lot of advertising space.
- A lot of advertising property.
- Advertisers are looking to do more with that space.

Shortcomings

- Ads change about once a week.
- A single ad space is limited to only one advertiser.
- Ads are static.



Before



After





Before



After



Conclusion

- Generate More Income
- Become More Eco Friendly
- More Effective Than Traditional Advertising
- More Flexible for Advertisers
- Numerous Future Applications



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