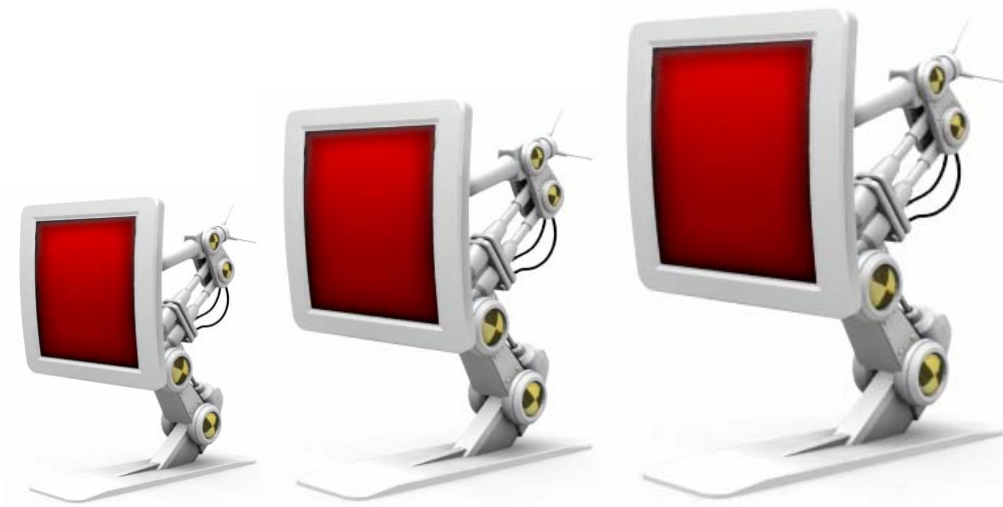


InfoCab Ltd

Moving Information

Proposal for **Derby City Council**
November 2004



Introduction

The purpose of this document is to provide a brief introduction of InfoCab to Derby City Council.

InfoCab produces audio-visual content exclusively for display within Hackney style taxis.

Although the concept of video screens in taxis is not a new one, to date these have been used primarily to show adverts to passengers, and have been slow to catch on. InfoCab is different, by dedicating the majority of the presentation time to items of genuine interest to the passenger, whilst promoting the local area we aim to make the whole presentation enjoyable and memorable to the passenger.



The InfoCab Display Units

The InfoCab Display Unit is an all in one 10.4' LCD screen with a built in DVD player that fits behind the driver's headrest, against the transparent partition. This position ensures that the passengers have an unobstructed view of the meter, taxi number and any other notices.

The screen is powered by via the taxi's cigarette lighter. The video presentation is stored on DVD and updated monthly.



The InfoCab unit in position.



The position and installation of the display units is flexible and we are happy to work with the council to achieve a satisfactory outcome.



The InfoCab Presentation

By far the most important element of InfoCab is the quality of its presentations. We do not believe that taxi passengers want to spend their journey being bombarded with adverts. Instead we focus primarily on items of local interest supported by the promotion of local businesses.

The content of the presentation is designed to be of interest to locals and tourists alike, showcasing all Derby has to offer.

Local businesses will be able to take advantage of genuine cost effective advertising, allowing them to show a full video presentation of their products and services targeted towards local customers and visitors to the area.

To ensure that we keep the passengers interested, advertisements are spread between the information presentations and only 1 advertiser per market sector is allowed.

This means the customer will not be bombarded with several adverts for mobile phones, credit cards or bank loans etc and also benefits advertisers by not having their competitors advertising next to them.



Our Proposal for Derby City Council

In order to gain a presence in the Midlands, InfoCab would like to form a partnership with the council for the content of the productions.

We are prepared to offer 50% of the presentation airtime to Derby City Council, to use as it sees fit..

After an initial study we have highlighted the following areas as potential uses of this air time.

- Local Services
 - Council Sport Centres / Gymnasiums
 - Libraries and Museums
 - Adult Learning / Colleges
- Local Productions
 - Assembly Rooms Productions (with full video trailers)
 - Concerts
- Public Information
 - What the council is doing
 - Areas recently improved
- Tourist Information
 - Local Attractions
 - Tours and Walks
 - Historical Derbyshire
- Local Charities
 - Each month a local charity will be given the opportunity to put its message across.

We believe that the promotion of these items via InfoCab would be of considerable benefit to Derby County Council as well as being of genuine interest to passengers and we look forward to discussing this opportunity further at your earliest convenience.

