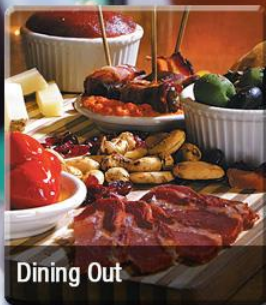


HCN

HOTEL COMMUNICATION NETWORK **MEDIAKIT 2016**



Dining Out



Business Services



Shopping



Attractions



Nightlife



Events



Transportation

COMPELLING INTERACTION HIGHLY TARGETED MESSAGE MEASURABLE RESULTS



OUR DIFFERENCE

HCN delivers a breakthrough digital advertising platform showcasing our clients to hundreds of thousands of business travelers every month.

HCN 's innovations combine the best of two distinct formats:

- Digital media, using the in-room display as a 'Dynamic Smart Screen'.
- Interactive web-type advertising where the user can click to go to the advertiser's targeted URL page.

HCN delivers high-end business travelers with quality dwell time when they are in a relaxed and receptive environment. High usage combined with not-in-use screensaver exposure will give you maximum value exposure.

HCN DELIVERS A PREMIUM AUDIENCE

Male	51%
Female	49%
Business traveler	78%
Leisure traveler	22%

Post Graduate Degree	17%
University Graduate	46%
College/Technical Diploma	28%

Age: 25 - 35	15%
Age: 36 - 45	29%
Age: 46 - 55	36%
Age: 55+	18%

Income	
PI: < \$70K	6%
PI: \$70K - \$90K	10%
PI: \$90K - \$120K	22%
PI: \$120K+	52%

HCN's installation into top-tier downtown hotels gives you high quality (high frequency) exposure to your prime demographic, high-spend business and leisure travelers .
Over 50% of HCN's audience have incomes in excess of \$120K.





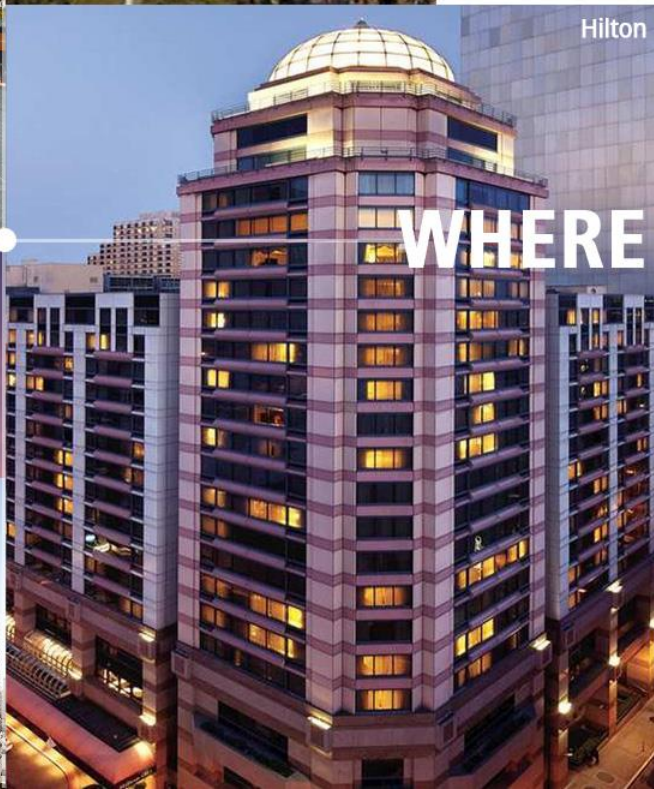
Wyndham Parc 55

Westin

Fairmont



Marriot



Hilton

WHERE ARE WE?

San Francisco

	# Rooms	
Hilton Union Square	1900	Q4/16
Parc55	1000	Q4/16
Marriott Marquis	1500	Installed
Hotel Nikko	550	Installed
Fairmont San Francisco	600	Installed
Hyatt Embarcadero	800	Q4/16

Chicago

Hilton Chicago	1550	Installed
Palmer House	1600	Installed
Millennium	300	Installed

Total Installed by Q4 /16 10,000

**Total guest coverage per month =
120,000+**

HCN provides coverage in the premier hotels in every city it has coverage.



nikko

WHERE ARE WE GOING?



By Q4 2016

• Chicago	3,450 rooms
• San Francisco	4,550 rooms
Total Installed Base	10,000 rooms
Guest Coverage/month	120,000+

2017/2018

• Dallas	7,000 rooms
• New Orleans	5,000 rooms
• Atlanta	5,000 rooms
• Washington	7,000 rooms
• Las Vegas	40,000 rooms
• Orlando	8,000 rooms
• New York	15,000 rooms
• Los Angeles	12,000 rooms
• Miami	7,000 rooms
Total Installed Base	115,000 rooms
Guest Coverage/month	1,625,000+

HCN Expects to provide monthly coverage of over 1,625,000 business executives by 2017/2018

OUR PRODUCTS

Dynamic Screensaver Package

Includes:

- **Screensaver Banner** (Broadcasts into guestroom when tablet is not in use) runs 24 times/hr. Can be video or GIF
- Clicks to Full Page Ad or URL.
- Includes all of the features of the Premium Display Package

Premium Display Package

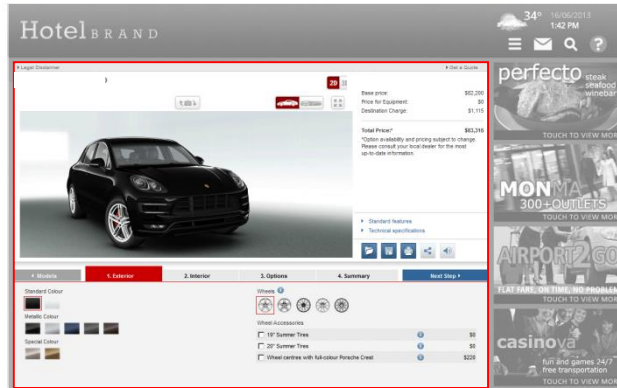
Includes:

- **Display Ad** (Viewable all day long from 8:00 am to 11:00pm) Runs 12 times/hr.
- Clicks to Full Page Ad or URL.
- **Full Page Ad**
- Includes link to your URL, Phone Contact and wayfinding map.
- **Skyscraper Ad** (your ad appears next to directory search results)
- **Priority Position** (your listings always appear at the top of a search result page).

Screensaver (tablet not in active use)

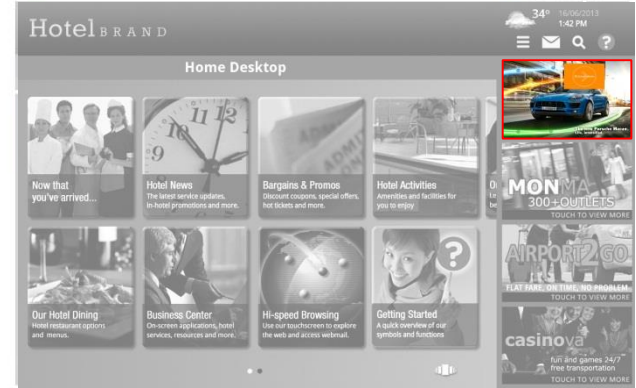


Screensaver Banner
(Link to Full Page Ad or URL)



Your URL

Guest Home Desktop (tablet in active use)



Display Ad
(Link to Full Page Ad)



Full Page Ad
(Link to URL, Phone Contact, Map)



HCN NAVIGATOR TABLET

“A tablet for every guest is the breakthrough the hospitality industry has been waiting for”

John Wells, GM Hilton Chicago

- A tablet is installed in every guest room in a highly visible location.
- Each Tablet serves approx. 20 uniques/month with immersive, interactive contact.
- Screen is always on from 8:00 am to 11:00 pm and available 24/7 for guest use
- Ads are on screen at all times.
- Guest has access to hotel services & facilities, city directories, Internet, business center, entertainment and more.
- Hotel meetings and city-wide conventions are broadcast on the tablets



The Hotel Communication Network Inc.

2460 Lancaster Road, Suite 103

Ottawa, Ontario

Canada K1B 4S5

Tel: 613-216-1496

www.hcn-inc.com

THE HCN ADVANTAGE

Reaching 60,000 business and leisure travelers every month

75% active guest usage every day

Highly targeted and desirable demographic

Measurable results, impressive ROI

Interactive and transactional medium

Smart Screen... Smart Content... Smart Choice