



TruMedia Technologies Fact Sheet

What is TruMedia?

Launched in 2006, TruMedia Technologies Inc. (www.tru-media.com) is the leading provider of real-time, automated audience measurement and targeted advertising solutions for the out-of-home display industry. Its proprietary and field-tested video analytics technology measures visual attention towards digital signs, kiosks, TV monitors, branded fixtures, display windows, end-caps and in-store product displays. The company's solutions accurately track exposure to media, advertising and merchandise and can be used to proactively change content.

TruMedia has sales offices in Spain and research and development facilities in Israel.

What exactly does TruMedia measure?

TruMedia delivers better and more accurate viewing measurements than anything currently on the market. The company makes it possible to measure the effectiveness of displays in order to better understand consumer behavior.

Specifically, TruMedia technology helps marketers answer the following questions:

- Who is your audience (gender, age-group)?
- How many are watching a display?
- How long do you have their attention for?
- What did they see?
- Is a display in a particular location getting more audience engagement than other displays?
- Is a particular kind of display performing better than other types of displays?
- How do changes in content affect the audience's attention?
- Which retail product displays, end caps and promotional items are attracting shoppers' attention?
- Which promotional activities work best with which audience segments?

Why is there a need for out-of-home audience measurement?

Marketers and retailers today are all doing more with fewer resources. Marketing and promotional dollars are heavily scrutinized; labor costs are up; margins are thinner; and

public and private companies are all trying harder to produce profits in the most efficient manner.

This bottom-line mindset is forcing greater accountability in all forms of merchandising, retail sales and marketing expenses. As digital signage networks and out-of-home advertising proliferates, there is a growing requirement on the part of marketers to prove their return on investment. As a result, accurate and standardized metrics for audience impressions are needed to measure, maximize and validate advertising and retail expenditures.

People counting methodologies gauge passing traffic but do not describe the audience actually watching displays. People-metering devices provide accurate segmentation of audiences near displays but rely on cooperative participants and do not count true impressions.

What type of technology does TruMedia use?

TruMedia relies on proprietary video analytics technology to generate true viewing data for digital, product and POP displays by analyzing facial images of people watching the displays. This technology automatically detects and tracks viewers' faces in order to measure true visual exposure to media and merchandise.

Who are TruMedia's clients?

TruMedia sells its measurement systems to large consumer brands, retailers, out-of-home media networks, video display manufacturers, system integrators, retail installation companies and many more. The data generated by TruMedia's systems is used by measurement/research firms, brand marketers, retailers and other industry consultants. TruMedia systems are currently being tested in a variety of retail environments.

What is the competitive landscape for out-of-home audience measurement?

Up until now, out-of-home and display signage had no standard of measurement. Television has Nielsen and radio has Arbitron, but this industry has been left to fend for itself.

There are a handful of options that use different technologies to cull audience measurement including infrared, GPS tracking, USB and even "people counting." While some of this technology generates data and user info, it is raw data – meaning you can't actually tell who is looking at your screen from who is merely passing by.

Although there are a variety of video imaging solutions available today, most require a dedicated PC connected to low resolution USB cameras capable of measuring at short distances and very narrow fields of view.

What is TruMedia's stance on privacy issues?

TruMedia is respectful of its audiences' privacy; no images are ever recorded and no uniquely identifiable data is ever extracted by any of its measurement systems. The data collected by TruMedia is anonymous and is only reported in the aggregate.

Images from TruMedia's sensors are processed and converted in real-time into counts (how many) and durations (how long). Using complex proprietary algorithms, these counts are further assigned to specific demographic categories such as gender and age group. No images are ever or will ever be stored for use, review or sharing with any private or governmental body.

To further advance these principals, TruMedia worked closely with the Out-of-home Video Advertising Bureau (OVAB) to help develop a comprehensive set of standards (Audience Metrics Guidelines) that address both methodology and metrics for the out-of-home measurement industry including the buying, planning and selling community. Within those standards will come a quality control element that every vendor and advertising agency must agree to in order to use TruMedia's products and services.

TruMedia has further challenged the industry to adopt a standard that categorically prohibits the storing of images or any other personally identifying information without prior consumer consent. This will allow the industry to grow and provide responsible currency measurement of out-of-home media without compromising the important principals of privacy.

Key Executives

Moti Gura, Founder & CEO

Moti Gura, a seasoned entrepreneur with more than 25 years experience in the tech sector, is the co-founder and active chairman of TruMedia. He is responsible for defining the company's strategic direction, developing strategic partnerships and overseeing the company's technology roadmap including a broad range of end-to-end, real-time audience measurement solutions.

Mr. Gura has led a number of incubators from start-up to successful IPOs, serving as founder and CEO of companies in the IP video arena including Fibronics (NASDAQ: FBRX), Adacom Technologies (TASE: ATL), Optibase (NASDAQ: OBAS) and VCON (Novo Marche Paris). Exports from these Israeli companies total well over \$1 billion.

Mr. Gura holds a B.Sc degree in electrical engineering from the Technion-Israel Institute and MBA from the Recanati Business School at Tel-Aviv University.

Eyal Cohen, CFO

Mr. Eyal Cohen joined TruMedia Technologies in 2010 as CFO. Prior to that, Mr. Cohen served as CFO in Odysii Technologies, a world leader in software solutions for marketing intelligence at the point of sale and had also served as both CFO and VP business development for InfoGin. Before that, Mr. Cohen has held Executive positions in several high-tech companies such as AOL's ICQ. He also served as CFO at Kardan Technologies, a public company traded in the Tel Aviv stock exchange, focusing on investments in the high-tech sector. Mr. Cohen started his career at PWC as Senior Manager. Mr. Cohen holds a B.A. in Accounting and Finance from the Management College and is a Certified Public Accountant (CPA) in Israel.

Dr. Itzhak Wilf – Chief Technology Officer

Dr. Itzhak Wilf has more than two decades of experience in video analytics technology and product development. He has 27 years of experience in research and product development in the Israeli military, defense and automatic optical inspection industries and in digital video companies in the fields of computer vision and image processing.

Dr. Wilf is the founder of MATE, the intelligent video surveillance company which develops and sells advanced products based on proprietary, real-time video analysis algorithms. Dr. Wilf is a graduate of the Technion in Haifa with M.Sc. and Ph.D. degrees from Tel Aviv University in the fields of image processing and computer vision. He is based in the company's Tampa office.

Ilan Daniel, VP Manufacturing & Engineering

Mr. Ilan Daniel joined TruMedia Technologies Inc., in 2009. Before joining TruMedia Technologies, Mr. Daniel has served as Supply Chain Manager at Cisco Systems R&D Center based in Israel for more than a decade. Prior to that, Mr. Daniel has also served in key positions related to operations, materials management and logistics at ECI Telecom, Aptel, Nexus Telocation Systems and PentaCom. Mr. Daniel holds a Practical Industrial Engineering degree from the Tel Aviv University and currently studies for B.A in Business Management in Netanya College.

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