



reality interactive
digital merchandising · kiosks · signage · e-commerce

Fact Sheet

Quick Facts:

- Headquarters: Middletown, CT
- Founded in 2004
- Web site: <http://www.realityi.com>
- 860.346.2700
- Privately held

Reality Interactive is the leading provider of design, software development, support services and solutions for advertising and branding campaigns used with:

- Self-Service & Interactive Kiosks (Touch Screens/ Keyboards)
- Digital Merchandising Campaigns
- Digital Signage
- Digital Photo Frames
- Large Format Screens

Reality Interactive Overview:

Reality Interactive specializes in the design and development of dynamic software and content solutions for use with, digital merchandising and digital signage hardware devices including digital frames, plasma/LCD screens and self - service/ digital signage kiosks. Clients include corporate marketing/branding teams aiming to heighten brand exposure and influence customers at the point of purchase. Reality Interactive connects consumers to brands and educates them about new and existing products and services to influence their present and future purchasing decisions.

Reality Interactive puts brand/ product managers and marketing teams in full control of the message as well as the measurement of successful brand penetration among consumers on national, regional and local levels. The company guides marketing teams through every stage of the digital merchandising process from design and deployment to support services. Below is a list of Reality Interactive's specialties:

- Overall Program Strategy
- Real-Time Program Management Portals
- Design/ Graphic Production
- Software Development
- Hardware Certification
- Remote Management
- Deployment (Planning, Coordination, Tracking)
- Customizable Analysis And Reporting
- Online Portal
- Help Desk (Monitoring Inbound/ Outbound Call Center Communications)

bitSHUTTLE Solution:

- bitSHUTTLE enables users to create a template containing marketing messages and dynamically customize content with location specific information. Its standards-based platform technology supports both digital photo frames and traditional PC based digital signage. bitSHUTTLE's campaign and playlist scheduling technology coupled with real-time device management makes this solution the most comprehensive digital signage offering on the market. With an advanced flexible interface, bitSHUTTLE's online portal makes it easy for users to build and manage any branding program.

Snapshot of Industries Served:

- Banking
- Hospitality
- Automotive Dealerships
- Human Resources
- Healthcare
- Education
- Retail Products
- Chain Stores
- Movie Theaters
- Veterinary Care

Executive Team

- Craig K. Martin - CEO
- James Ligotti - COO
- Bryson Hyte - CTO

Size of Digital Signage Market:

Frost & Sullivan estimates the size of the North American Digital Signage Systems Markets comprising revenues from sale of digital signage systems including displays, software, software maintenance, media players, design, installation and networking services at \$148.9 million in 2004 and forecasts the market to reach \$856.9 million in 2011.

The total market for signage is projected to grow at 5 to 7% annually according to professional forecasts published by the Specialty Graphic Imaging Association (SGIA) and the Digital Printing & Imaging Association (DPI). Point-of-purchase displays (POP) are estimated to account for \$5 billion of the \$20 billion total, with an additional \$4 billion in posters and related signage.