

The URIMAT profiline with backlit display

Unique: a captive audience!

No one can escape an advertising message displayed on the URIMAT profiline! The sensor-controlled display lights up as soon as someone approaches. And where else can advertisers be sure of such undivided attention?

Advertising revenues for urinal operators.

Operators can secure additional revenues by renting out advertising space on the URIMAT profiline, making the decision in favour of URIMAT even more worthwhile!

Material:
Unbreakable polycarbonate



Acceptance Study

The Urimat-Info with advertising display: Acceptance Study produces sensational results

- 93% of all those questioned noticed the display first.
- 96% responded positively or were not bothered by the advertising on the Urimat-Info.
- 90% could recall the advertising message they had seen on the Urimat-Info.

These are results other media can only dream of!

As you can see, there is no better, more innovative or acceptable place for your advertising than on the sensor-controlled, backlit display of the Urimat-Info.

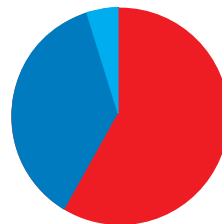
Source: The Acceptance Study was performed in Switzerland by the renowned market research institute, IHA-GfK of CH-6052 Hergiswil.

The most important results in detail:

96% responded positively or were not bothered by the advertising.

Question: Do you view the electronic advertising on this urinal as positive or negative or don't you care?

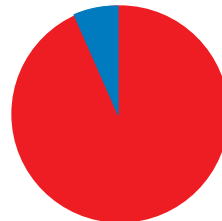
Positive		57%
Don't care		39%
Negative		4%



90% can recall the advertising message.

Question: Can you recall the advertising message?

Yes, I can		90%
No, I can't		10%



Dimensions of the display

