

FEHRMANN
TECH GROUP

HPA
Hamburg Port Authority

 **CRUISE
GATE
HAMBURG**

smart WINDOW

**TRANSPARENT AUGMENTED REALITY SCREENS FOR
SHIP BRIDGE WINDOWS & ADVERTISING**



Erfahre mehr über die Route
und das Amphibienfahrzeug:



Oder buche Dein Ticket direkt
mit dem folgenden QR-Code:



SCHANZBÄCKEREI
Öffnungszeiten:
Mo-Fr: 6:00 bis 19:00 Uhr
Sa: 7:00 bis 18:00 Uhr
Friedrichstraße 22
10117 Berlin
Telefon: (030) 3232200
Inhaber:
Schanzbäckerei GmbH
Lagerstraße 17
10117 Berlin
Geschäftsführer: Ingrid Gier
Telefon: +49 30 430 832 0
Telefax: +49 30 430 832 20
E-Mail: info@schanzbaeckerei.de
Internet: www.schanzbaeckerei.de



THREE PRODUCT BRANDS

APPRIISIFY

SMARTWINDOW
INDUSTRIAL / PRO

apprisify.com/industrial

Demanding industrial customers who want transparent AR windows for their cockpit / bridge / control center, for example.

APPRIISIFY

SMARTWINDOW
CUSTOM

apprisify.com/custom

Custom applications for individual customer solutions using a transparent AR screen without external content.

DOOH ADS

SMARTWINDOW
DIGITAL OUT OF HOME

dooh-ads.de
cruise-ads.com
(do-ads.de)

Advertising platform along the tourist routes.

Digital signage.

MANAGEMENT SUMMARY

01 | Why, What & Who

Apprisify builds and operates digital advertising screens in public spaces, uses the smartWINDOW as an innovative tool to counteract media fatigue among target groups and attracts attention.

03 | BM & Go-to-Market

With a focus on the cruise segment and exclusive marketing expertise for HH-Cruise Gates, our USP, enriched by the technical advantage of the smartWINDOW, is already convincing! Advertising with us along the tourist routes - made easy!

02 | Product & Features

The DooH boom is being driven by automation and programmatic advertising spots. The largely fragmented market offers new players good opportunities to establish themselves in niches and on the basis of new technologies.

04 | Outlook & Timeline

With the launch of the first screens in 12/2023 and strong, initial advertising partners, we are getting closer to our target of a double-digit number of screens at fascinating locations along the tourist routes in 2024. This allows us to guarantee high & target group-specific CPMs!

WHY?

High wastage and increasing advertising fatigue of traditional formats.

Advertising fatigue

Traditional advertising can lead to oversaturation and disenchantment. AR-based digital out-of-home utilizes the environment and blends high-quality content with the real world! Paired with the placement in the field of vision of your target group, we get more attention to your brand and message and thus prevent ad fatigue!

Scatter loss

We inspire people along Hamburg's tourist routes: By exclusively marketing the digital advertising space at the HH cruise terminals and relevant hotspots in the retail media area at the point of sale, we can control more target group-specific DooH advertising and reduce scatter loss.



WHAT?

Inspire people and place your message in your target group!



Target group-specific screen locations reduce scattering loss

We come from the maritime industry and know the tourist flows inside out. As an advertiser, you can build on this expertise and run target group-specific campaigns in the cruise sector and along the tourist routes and reduce scatter loss.



High level of attention through augmented reality content

Black is the new transparent! With our smartWINDOW, we inspire people with augmented reality content in the window, blurring the boundaries between real and virtual space without the need for a personal device.



Constantly growing display network

With the launch of the first screens in 2023 and strong partners, we are gradually approaching our target of a double-digit number of screens at fascinating locations along the tourist routes in 2024!



Karriere
Hamburger Hafen



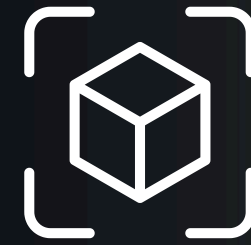
SMARTWINDOW

Technology that inspires.

With the smartWINDOW, we bring augmented reality - without a personal device for the user - to all windows in the world and inspire people with new and innovative advertising formats.

MORITZ RATH

Chief Technology Officer



Augmented Reality

The smartWINDOW gives you the chance to merge the real and digital worlds.



Touch & Interaction

Using the “Magic Window” function, we can enable interaction with the help of touch.



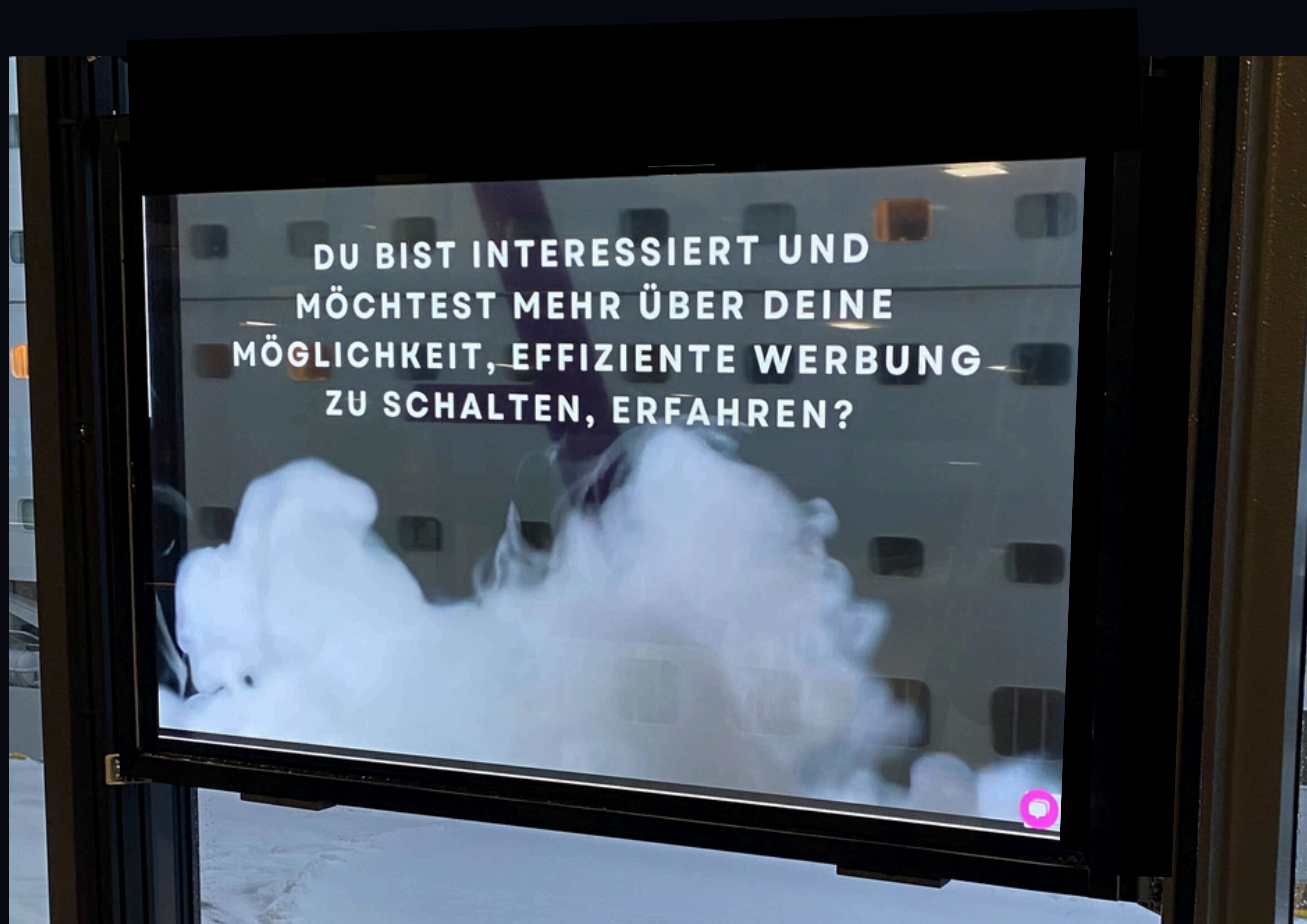
Call-to-Action

Activate your target group with direct rewards at the point of sale.



Analytics

Precise analysis of customer groups, interaction and attention.



VISUALISATION

Our Screens in Hamburgs Cruise Terminals and City Center