



MEDIA RELEASE

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Bigger and Better In-Taxi Entertainment Screens **On Board 3,000 ComfortDelGro Taxis**

17 April 2018 – Trips on board ComfortDelGro taxis just got more entertaining.

Thanks to ComfortDelGro's outdoor advertising arm, Moove Media, taxi passengers can now catch the news and enjoy bite-sized content during their commute on bigger and brighter screens! The new interactive in-taxi entertainment 10-inch screens, which are about 1.4 times bigger than the previous models, are being installed in partnership with Asia's leading in-vehicle platform provider, IDOOH. This move is in line with the Group's commitment towards incorporating technology into its operations.

A total of 3,000 ComfortDelGro taxis will be installed with the new screens.

The latest offering features a content menu with eight categories that passengers can choose from. These include Beauty & Fashion, Travel, Food, Trending, Entertainment, Health, Movies and What's on Singapore. The content is uploaded and refreshed every month via Cloud technology. That means, cabbies whose taxis carry these screens need not return to Moove Media for new content. Passengers can lower the volume and the screen adjusts its brightness intensity level automatically – brighter during the day, and dimmer at night.

Moove also taps on IDOOH's technology that comes with geo-location for these in-taxi entertainment screens so that relevant advertisements are triggered when the taxis pass by different locations. These advertisements include latest promotional deals and offers from merchants within the vicinity. Leveraging on screen interactions, commuters are able to key in their email addresses in exchange for promotional deals and rewards instantly.

Mrs Jayne Kwek, CEO of Moove Media, said: "We are always looking at ways to improve and are very excited with this latest offering. The in-taxi entertainment screen is an extension of what we can do in providing a useful platform to engage taxi passengers for a good 15 to 20 minutes in a captive environment. It is a great way for advertisers to tell their stories and connect with the audience during their journey."

Media experts believe that the global digital out of home market is going to be worth US\$30 billion in the near future, and a large amount of that advertising expenditure will come from Southeast Asia, with Singapore ranking amongst the top five countries.

Mr Mark Forsyth, CEO of IDOOH, believes that the next competition will be about who owns the largest number of in-vehicle screens. He said: "There is definitely an increasing demand for intuitive in-vehicle technology, especially now that the current technology allows us to engage passengers with responsive content and even pay for things through the screen."



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About Moove Media

Moove Media Ltd is the advertising arm of ComfortDelGro and has been in operations since 2005. In Singapore, Moove Media offers an integrated Out-of-Home advertisement platform on SBS Transit buses and interchanges, rail (North East Line, Downtown Line, Light Rail Transit systems in Sengkang and Punggol), ComfortDelGro taxis, ComfortDelGro buses, as well as other prime ambience sites reaching commuters islandwide. Moove Media also offers bus advertising services in Sydney, Newcastle, Canberra and Victoria, Australia.

About IDOOH

IDOOH Pte Ltd is Asia's leading in-vehicle technology platform. It has offices across Asia in Singapore, Malaysia, Indonesia, Philippines and Vietnam. IDOOH screens can be found around Asian capitals in taxis and rideshare vehicles. IDOOH's vision is to increase its network to 10,000 screens in Asia by 2018.