

WELCOME TO **MOTIONICON UK & EUROPE**

Over the past five years, being part of a Global franchise, **MotionIcon UK & Europe** have benefited and assisted in the growth and development of our unique, patented product, and achieved an excellent relationship with our customers and suppliers.

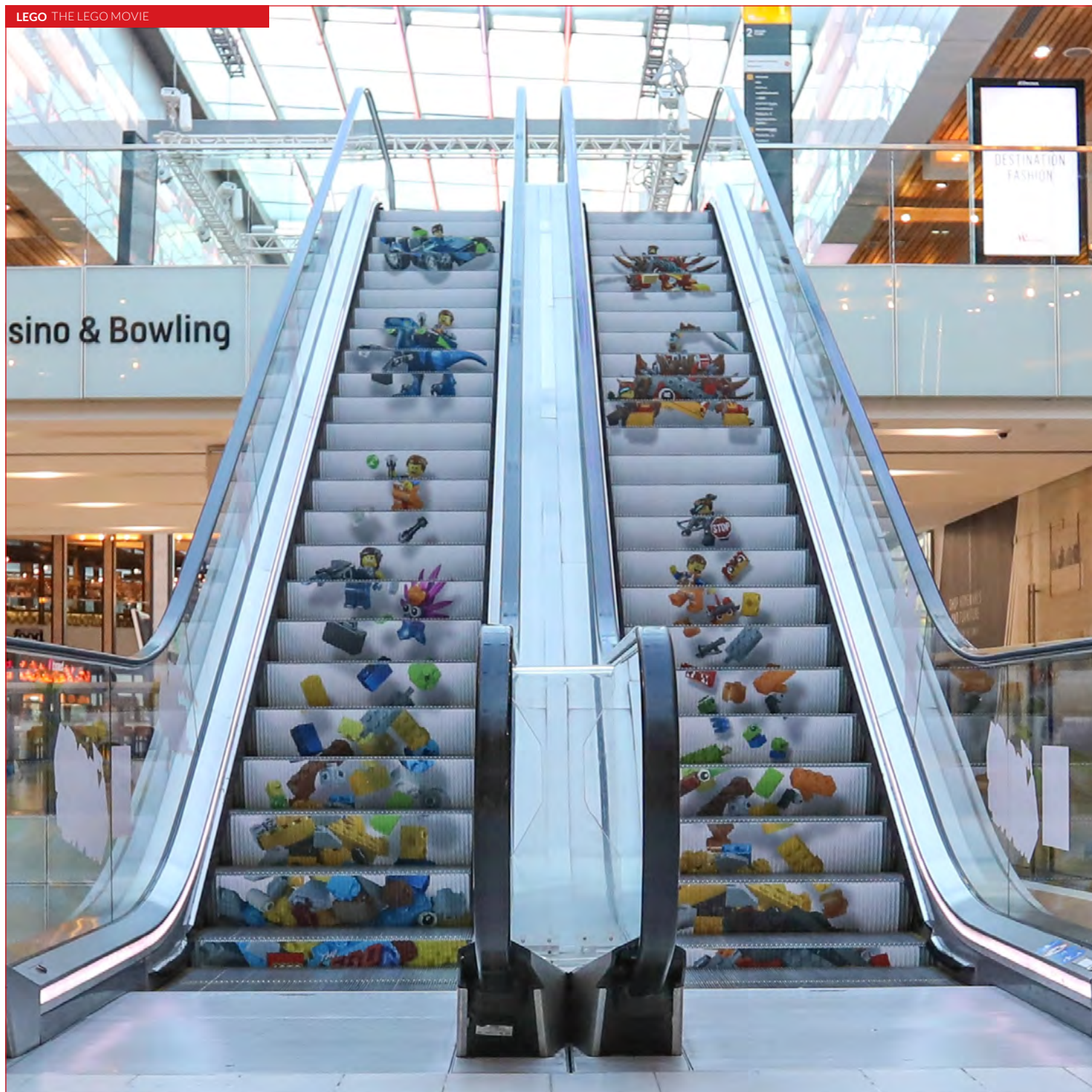
Landlords and escalator owners, now have the ability to “**Speak**” to their commuters directly, like never before. From safety awareness messaging, directional flow messaging, to full-blown branding and advertising messages, just inches in front of passengers, for the full journey of travel, consumers can now benefit from direct and targeted campaigns.

MotionIcon UK & Europe have developed an extensive platform available to landlords and escalator owners across the UK and Europe, including Shopping Malls with monthly views exceeding 70 million, Rail Stations with monthly views exceeding 160 million, and many other options offering a direct spend mindset to consumers for prolonged periods, 24/7.

MotionIcon UK & Europe's attention to detail, and working safely and securely with our customers, has helped us grow from strength to strength.

This brochure will give you a little peek at some of our successes and will highlight our specific scopes of work.

THE GLOBAL HIGH IMPACT MOVING MEDIA CHOICE



CONTENTS

ESCALATOR STEP BRANDING

Public Transport	
National Rail UK.....	2-3
Airports.....	4-5
Shopping & Retail Environments	
Shopping Centres/ Malls.....	6-7
In-Store, Visual Merchandising & Directional Messages.....	8-9
Stadia, Conference & Exhibition Venues	10-11
Corporate & Private Buildings	
Corporate Branding	12-13
Safety Signage	14-15
Directional Flow.....	16-17
Other Environments	
Service Stations, Banks & Hospitals	18-19

OUR PRODUCTS

Escalators	
Step Branding.....	21
Side Graphics.....	22
Handrails.....	23
Handrail Sanitisers.....	24
Cleaning.....	25
Other	
Floor Graphics.....	26
Safety Signage	27
Lift Graphics	28

PARTNERSHIPS

European Partnership Opportunities.....	29
---	----





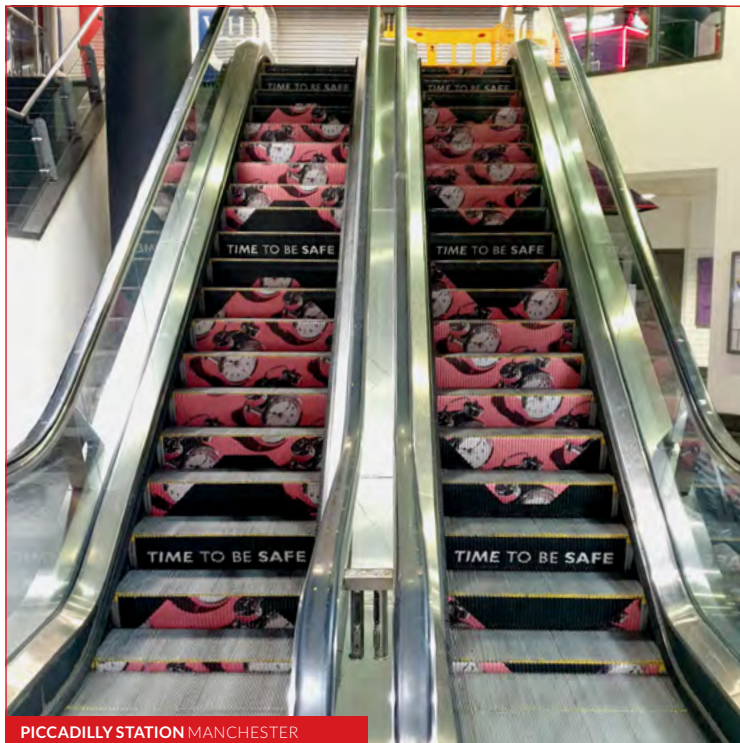
LIVERPOOL ST STATION LONDON



MOSCOW METRO

FACTS & STATS

Passenger views exceeding 32 million per month, 350 million per year, with prolonged dwell time periods, often in excess of 60 seconds, 24/7, average coverage 400sqm per station.



PICCADILLY STATION MANCHESTER

PUBLIC TRANSPORT

NATIONAL RAIL UK

MotionIcon UK & Europe offer nationwide high traffic footfalls stations, with passenger views exceeding 160 million per month, transport hubs exceeding 4 million per month, and many other sites which offer a direct spend mindset to a consumer, right in front of them, for prolonged periods, 24/7.

We have successfully installed safety campaigns and assisted with COVID-19 awareness campaigns in many of these environments for Network Rail.





DUBAI INTERNATIONAL AIRPORT



DUBAI INTERNATIONAL AIRPORT



FACTS & STATS

Passenger views exceeding 2 million per month, 24 million per year, with prolonged dwell time periods, often in excess of 90 seconds, 24/7, average coverage 80sqm per venue.

PACO RABANNE FRAGRANCES



PUBLIC TRANSPORT

AIRPORTS

MotionIcon UK & Europe are currently opening up airport environments after successful installations in other countries. These environments will offer Duty-Free OOH Advertising, directional flow messaging, and safety signage and general branding opportunities to the 100's of millions of travellers commuting through our various airports.

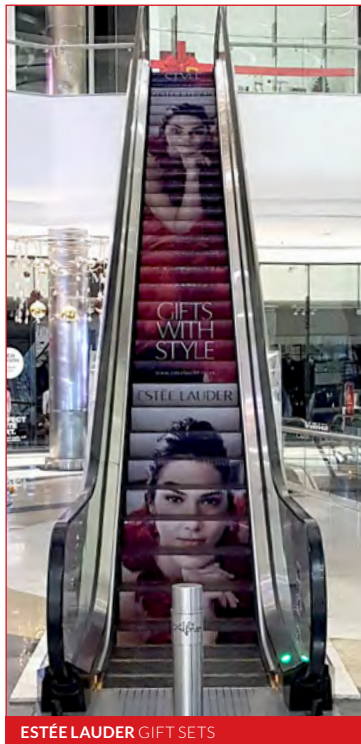






FACTS & STATS

Passenger views exceeding 2 million per month, 24 million per year, with prolonged dwell time periods, often in excess of 90 seconds, 24/7, average coverage 80sqm per venue.



ESTÉE LAUDER GIFT SETS

SHOPPING & RETAIL ENVIRONMENTS

SHOPPING CENTRES/ MALLS

MotionIcon UK & Europe has relationships with many of the major shopping centre groups across the UK, with over **300 assets** currently available. Our flagship offering being Westfield Stratford City. We offer tier one and tier two malls, on two-week time slots to monthly options.





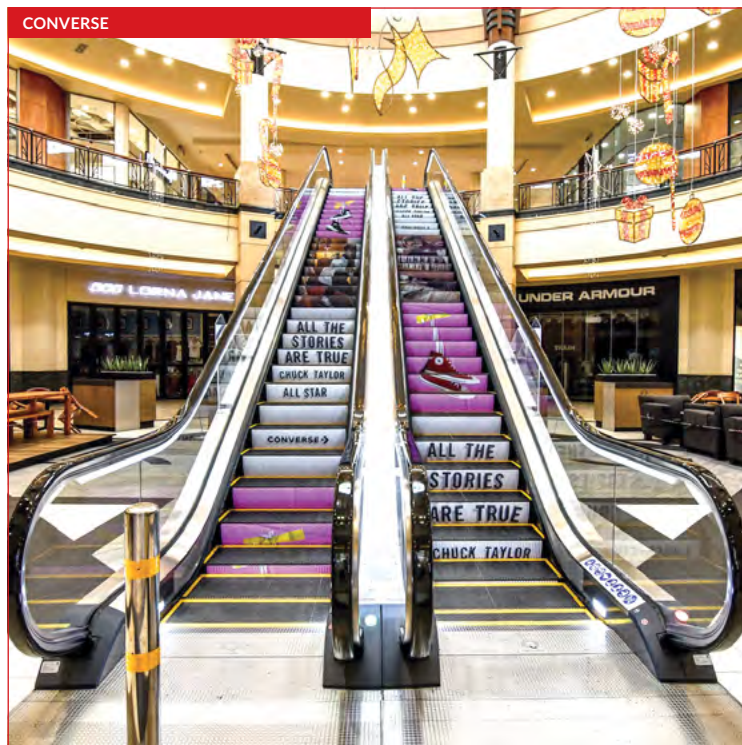
FACTS & STATS

Case Study results prove 20-30 percent increase in revenue during the campaign period, Estée Lauder, KFC, Converse Shoes.

NIKE



CONVERSE



ECCO



SHOPPING & RETAIL ENVIRONMENTS

IN-STORE, VISUAL MERCHANDISING & DIRECTIONAL MESSAGES

MotionIcon UK & Europe work with various retail stores for in-store branding, exhibition branding, and directional flow messages. We have worked with **Nike, John Lewis & Partners** and various other retailers nationally. Please contact us directly for more details on how we can assist you with in-store activations.







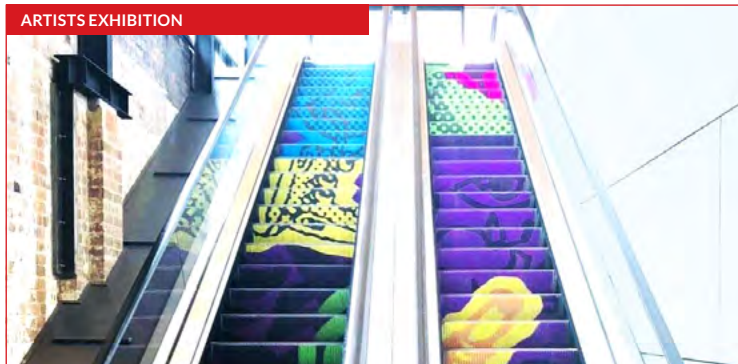
ARTISTS EXHIBITION



FACTS & STATS

Constant Brand awareness 24/7, with total Brand dominance, floor to ceiling coverage with dwell times averaging 60-90 seconds.

ARTISTS EXHIBITION



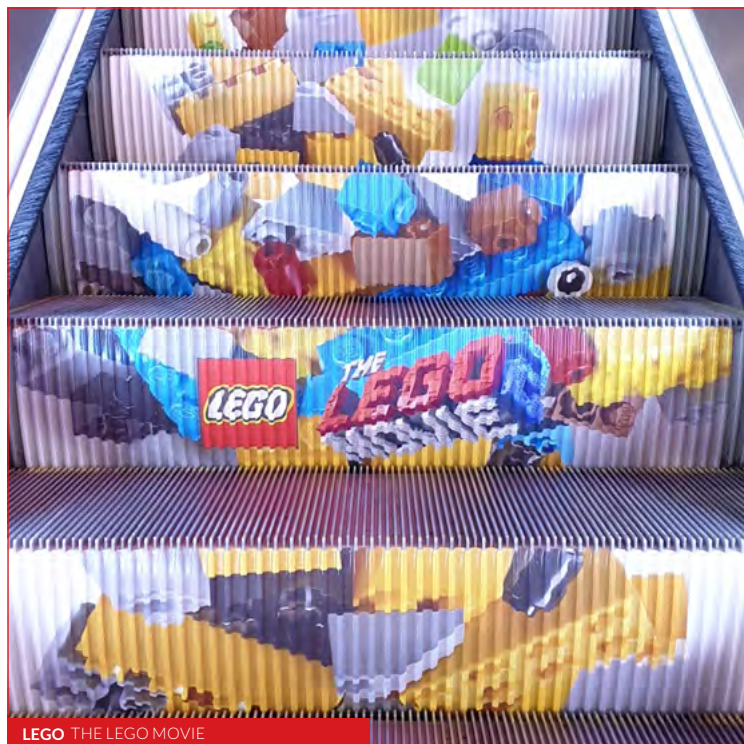
STADIA, CONFERENCE & EXHIBITION VENUES

MotionIcon UK & Europe are proud to be associated with, and offer the iconic **London ExCel Centre** for specific branding requirements. This facility offers major conventions and events across major sectors, attracting international and local delegates and companies every year. **ExCel London** offer 12 escalators situated in prime locations across the venue, giving perfect exposure to all delegates.

We have branded Sports Stadiums for large events, offering sponsor branding and advertising opportunities for specific events and targeted audiences. We are very happy to offer assistance and site-specific surveys for whatever your sporting event or function may be.







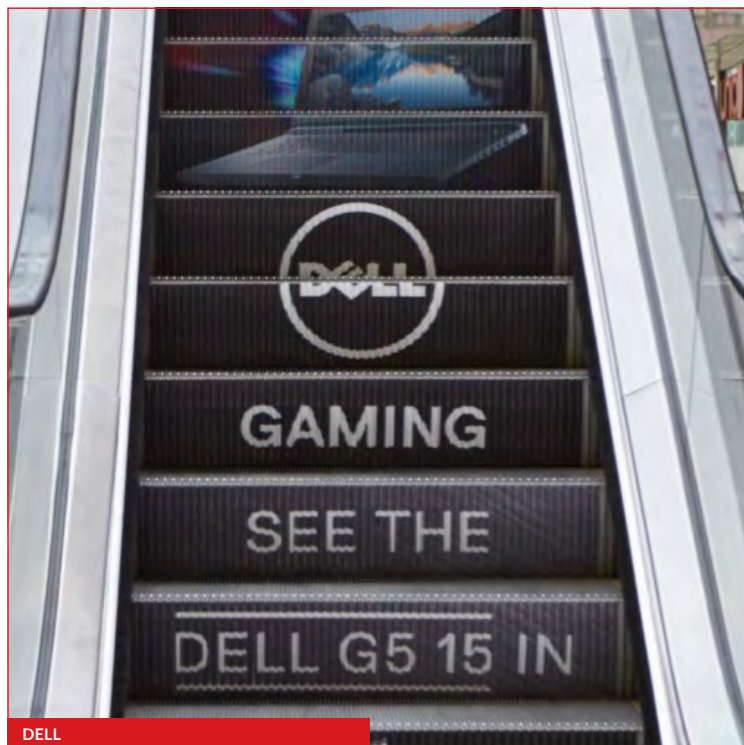
LEGO THE LEGO MOVIE

FACTS & STATS

Constant Brand awareness 24/7, with total Brand dominance, floor to ceiling coverage with dwell times averaging 60-90 seconds.



NEDBANK



DELL

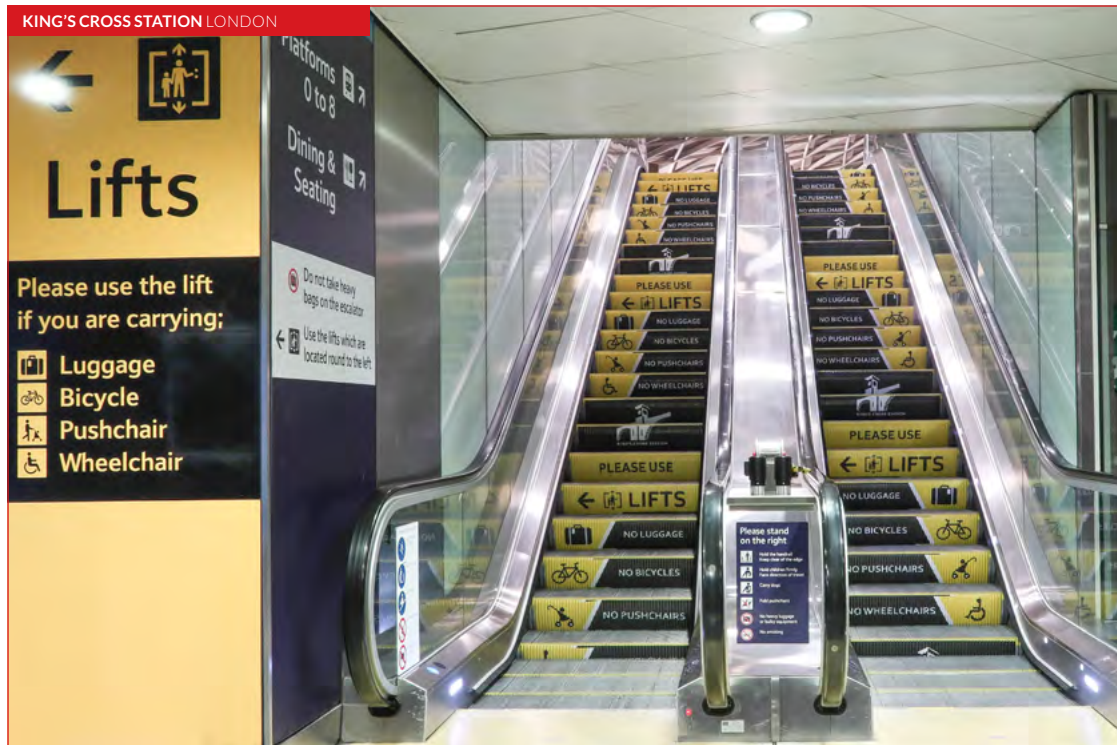
CORPORATE & PRIVATE BUILDINGS

CORPORATE BRANDING

MotionIcon UK & Europe offer the perfect scenario to Corporately Brand the entrance to large buildings and offices. Most escalators are located at the entrance or reception areas of large buildings, and are extremely visible to all entering the premises, or even passing buy the buildings through visual glass façades.







FACTS & STATS

Proven reduction in escalator accidents over a 12 month study period.



CORPORATE & PRIVATE BUILDINGS

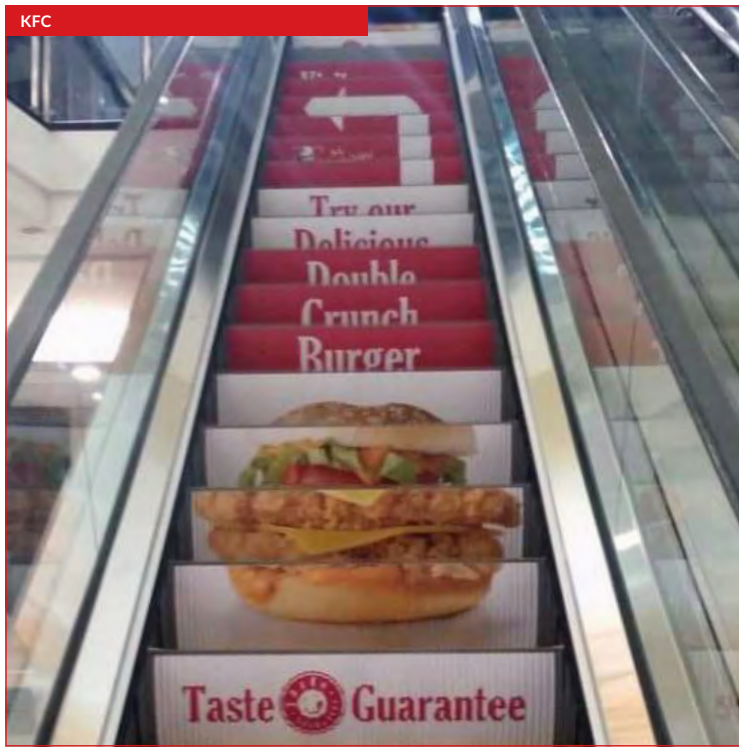
SAFETY SIGNAGE

Escalator safety and awareness are paramount in any environment which has escalators. Businesses are now taking this more seriously than ever, especially after the start of the current global pandemic. Social distancing and holding escalator handrails are extremely important for passenger safety and well-being.

MotionIcon UK & Europe are proud to have tested our product in extreme environments, and we have proven to increase safety with the use of our escalator safety signage.







FACTS & STATS

Case study results prove 20-30 percent increase in revenue during the campaign period, Estee Lauder, KFC, Converse Shoes.



CORPORATE & PRIVATE BUILDINGS

DIRECTIONAL FLOW

MotionIcon UK & Europe's patented escalator step branding product not only acts as a safety or advertising medium, but also as directional flow/assistance signage. This proves extremely effective in retail environments, public thoroughfares, airports and shopping centres/malls.







COUTTS & CO

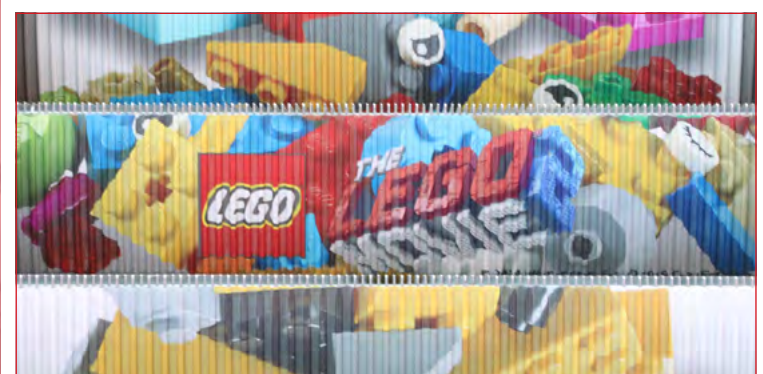
OTHER ENVIRONMENTS

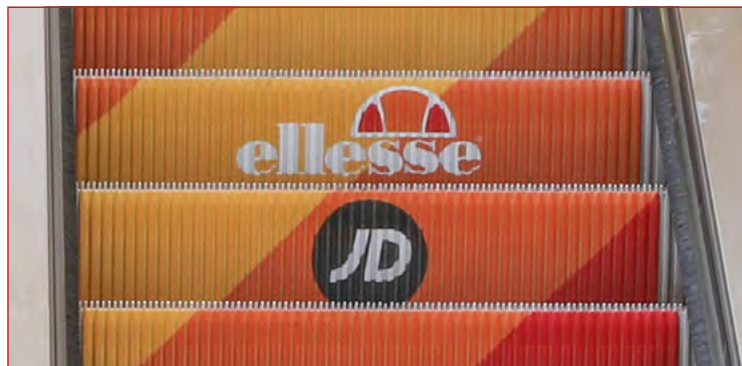
SERVICE STATIONS, BANKS & HOSPITALS

MotionIcon UK & Europe have worked with service stations for internal branding and directional signage. **Applegreen Services Group** chose to brand their service station with directional messaging leading to their internal **Lavazza Coffee shop** and **business lounge**.

Corporate branding opportunities for banks and hospitals have also been a focus for **MotionIcon** Globally, attracting large names such as **NatWest**, **Coutts & Co** and **Nedbank**. Another fantastic testimony to impact our product brings to corporate environments.





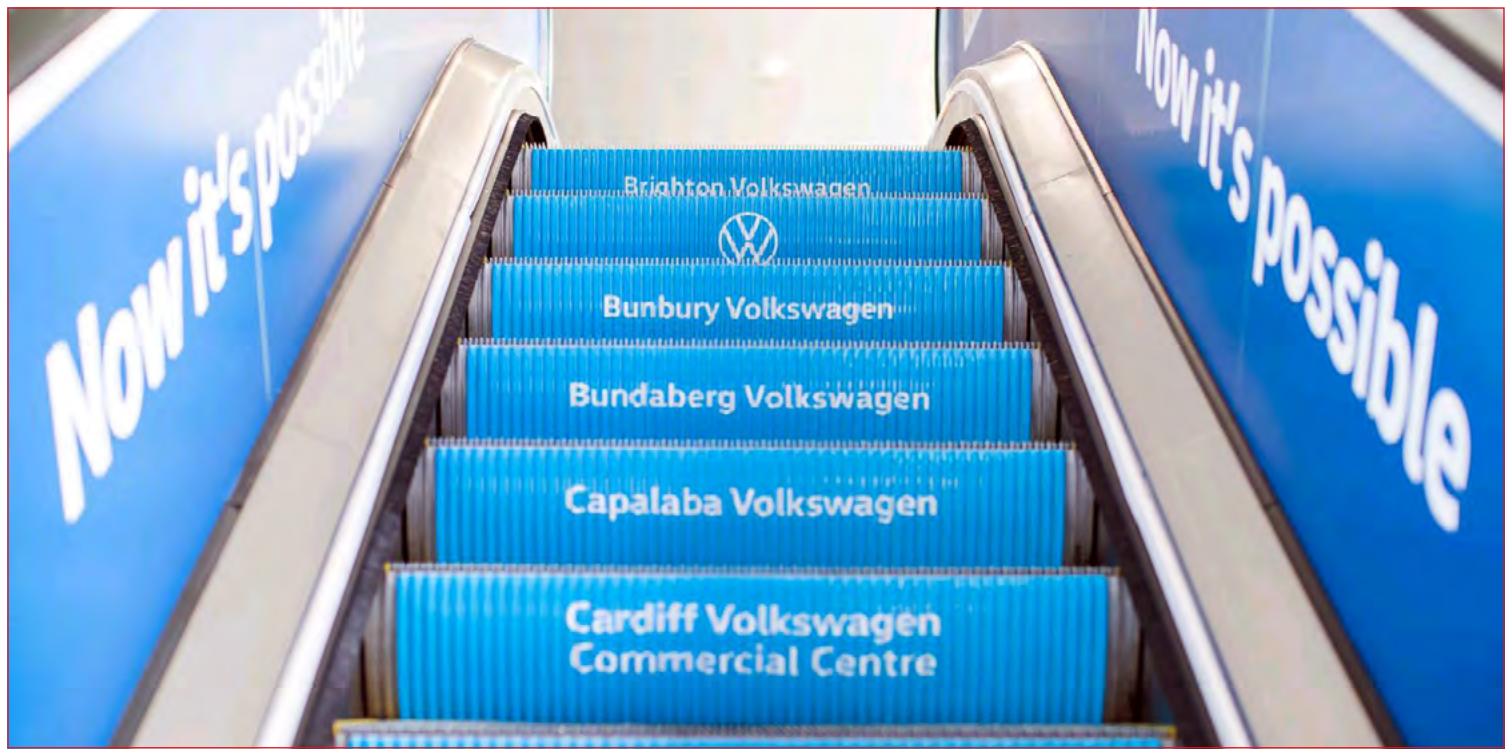


OUR PRODUCTS

ESCALATOR STEP BRANDING

MotionIcon UK & Europe Escalator Step Branding product is a simple yet revolutionary development that gives companies immediate access to their target market with an eye-catching, cost-effective, moving media choice, through our unique and patented escalator riser panels.

Reverse printing, combined with the latest products and inks, vacuum formed perfectly to each escalator profile, ensures durability and quality in every installation, backed up with our own six month guarantee.



OUR PRODUCTS

ESCALATOR SIDE GRAPHICS

Side Graphics are an added feature when branding up escalators. While it is important to maintain the visual area of the steps, certain escalators lend themselves to side branding. **MotionIcon UK & Europe** offer both these products to suit your specific campaign needs.





FACTS & STATS

EN 115 test of compliance,
Bacteria and virus reduction
by 98% on live tests in
London.

OUR PRODUCTS

ESCALATOR HANDRAILS

One of our latest offerings now comes in the form of escalator handrail replacements. With the latest technology on the market, bespoke and colour matched handrails can now be customised to your specific corporate colours, and, are also offered with safety messages etched into them. Our team of qualified escalator engineers are on hand to fit your new handrails safely and securely.

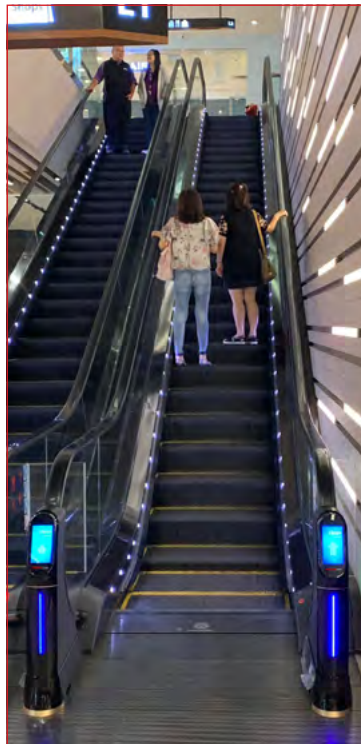


OUR PRODUCTS

ESCALATOR HANDRAIL SANITISERS

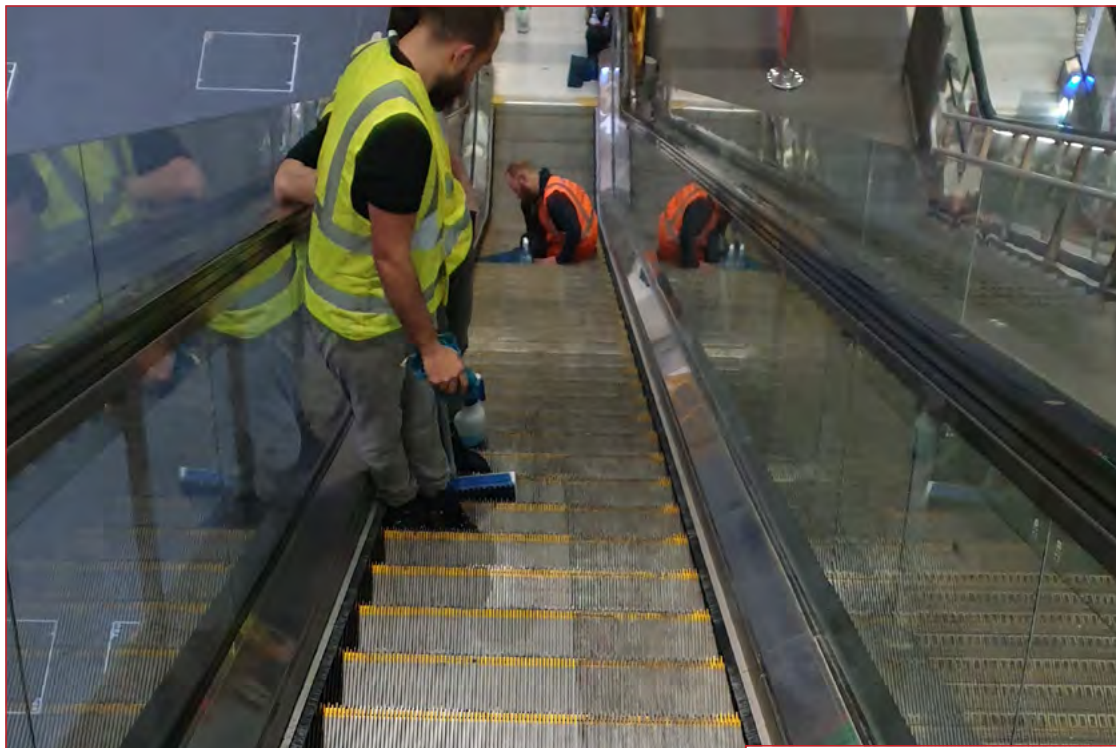
MotionIcon UK & Europe has always had safety in mind with passengers and we have now launched our Licensed and Patented safety management product for escalator handrails. What we are offering is not a choice, it is essential for your passengers' health and your escalator safety.

When using an escalator, do you hold onto the handrail? People use escalators every day in transport hubs, airports, railway stations, underground stations, hospitals, hotels, stadiums, shopping centres, department stores, retail stores and more... leaving passengers exposed to hazards such as disease and bacterial infection due to viruses and bacteria existing on the handrails.



FACTS & STATS

EN 115 test of compliance, bacteria and virus reduction by 98% on live tests in London.



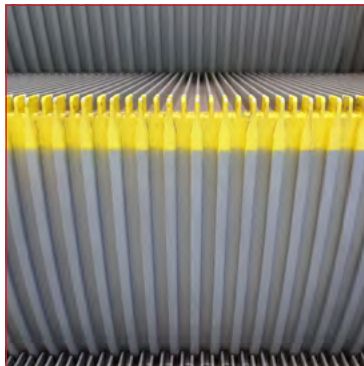
FACTS & STATS

Various methods including cleaning by hand and machine, reduced time on site, effective close up cleaning and heavy duty grease removal.

OUR PRODUCTS

ESCALATOR CLEANING

As a major part of our installation process, **MotionIcon UK & Europe** clean the escalator risers prior to any installation and again during campaigns and after removal. This service and attention to detail, has led to us now offering our escalator cleaning service. A mixture of machine cleaning, and hand cleaning ensures your escalators will be in their best shape possible.





OUR PRODUCTS

FLOOR GRAPHICS

MotionIcon UK & Europe offer bespoke floor graphic options to complement any installation, be it on an escalator or a lift door. Floor graphics of any shape or size offer commuters direct and precise directional information, or even the odd advertising message.





FACTS & STATS

Proven reduction in escalator accidents over a 12 month study period.

OUR PRODUCTS

SAFETY SIGNAGE

MotionIcon UK & Europe pride ourselves in keeping passengers safe. We have worked extensively with escalator manufacturers and public transport hubs to develop bespoke safety signage for escalators where they are best seen... right in front of the passengers, for the full duration of travel.

Our product has proven itself in the busiest of environments, and helped to reduce the number of escalator accidents when applied.



OUR PRODUCTS

LIFT GRAPHICS

Lift door and floor graphics has become another big seller for **MotionIcon UK & Europe**, especially in the corporate sector. Both safety signage, directional flow information and corporate branding have proved to be ever more popular in the past few years.

Our quality and approved vinyl products assure you of a durable and professional finish to your lift doors.





EUROPEAN PARTNERSHIP OPPORTUNITIES

MotionIcon Europe owns the **Patents and User Rights for 37 countries across Europe** and is currently looking to escalate new partnerships. Our **MotionIcon**, European partner program opportunity, is based more on a partnership offering from deep roots of transparency and integrity, than traditional “one-way traffic licences”.

The upfront License fee will secure you with exclusivity on our product for a minimum duration of 10 years. Our partnership program includes comprehensive training at all key staff, supplier, and sales levels, with our team travelling to your country to ensure that these key stakeholders benefit from the personal touch of training in your environment.

With Global PCT and Patents managed by ENS, your investment is well protected.

Our products offer our partners the opportunity to open up marketing and branding campaigns like no other. 24/7 Visuals, total or partial media coverage, advertising or awareness messages, massive scale moving media right in front of consumers and passengers. This is a business opportunity not to be missed, so contact us for the partnership model in your country that will escalate your business to new heights.





WOULD YOU LIKE TO FIND MORE?

Please email enquiries@motionicon.co.uk and we will get back to you straight away.

Also visit motionicon.co.uk for further information.