



**motionicon**<sup>®</sup>  
uk & europe



, Cinema, Casino & Bowling

THE HERO  
YOU NEVER  
SAW COMING

THE HERO  
YOU NEVER  
SAW COMING.



GAMING

SEE THE

DELL G5 15 IN

ANTMAN & THE WASP

MOVIE STARS  
ANTMAN & THE WASP

## 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.

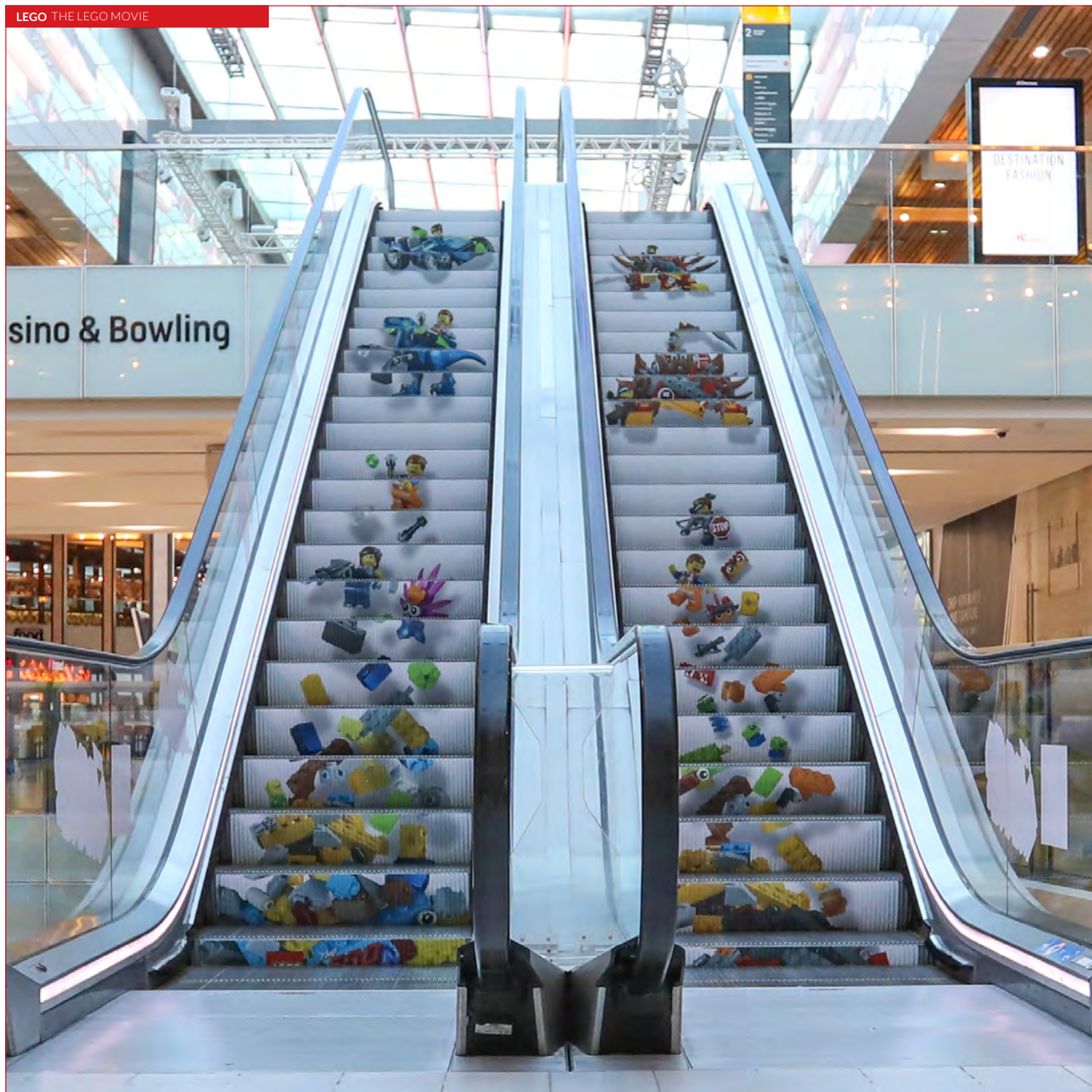
**MotionIcon UK & Europe** have developed an extensive platform available to landlords and escalator owners across the UK and Europe, including Shopping Malls with monthly views exceeding 70 million, Rail Stations with monthly views exceeding 160 million, and many other options offering a direct spend 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





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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

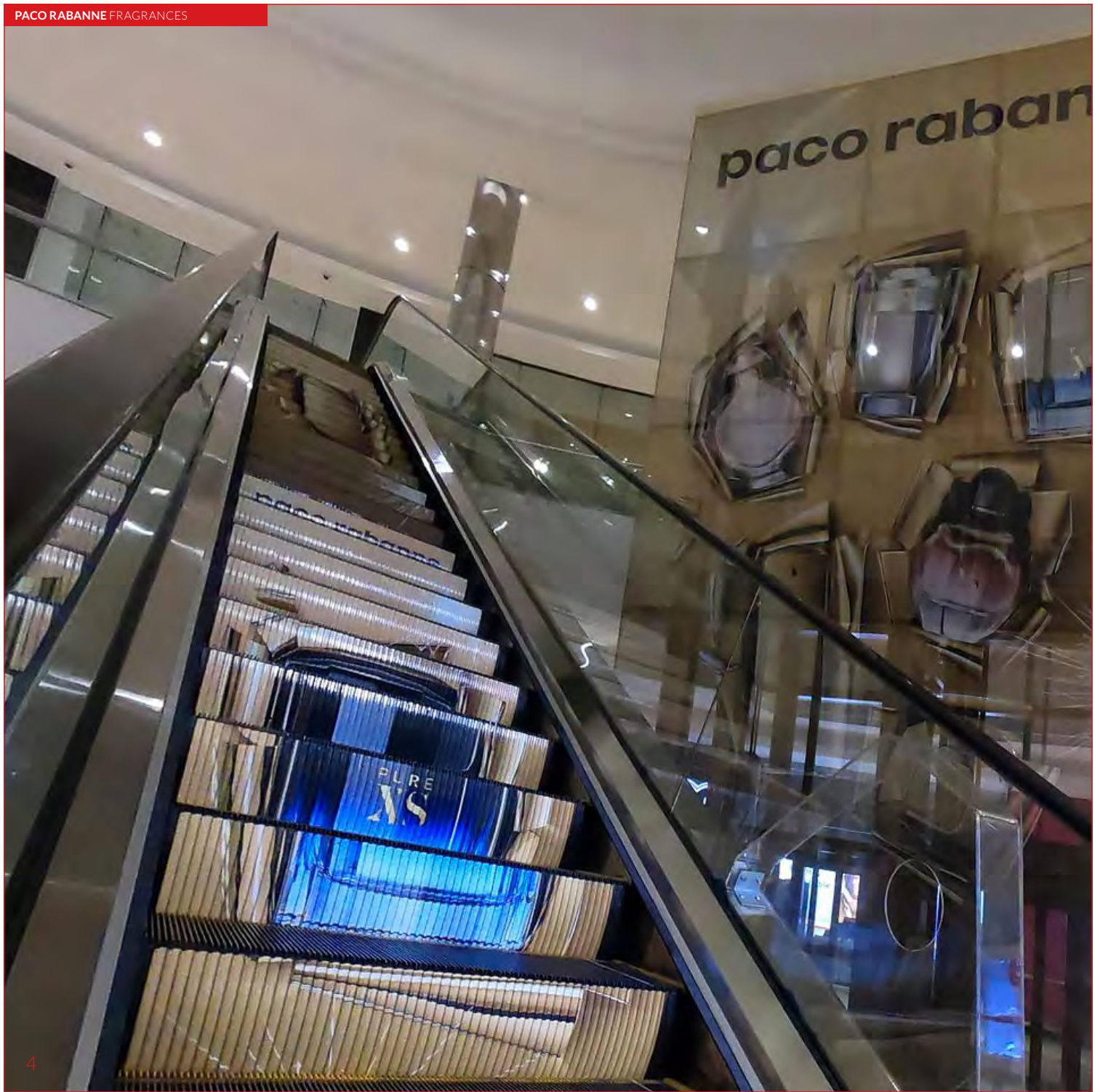
### NATIONAL RAIL UK

**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.











## 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.



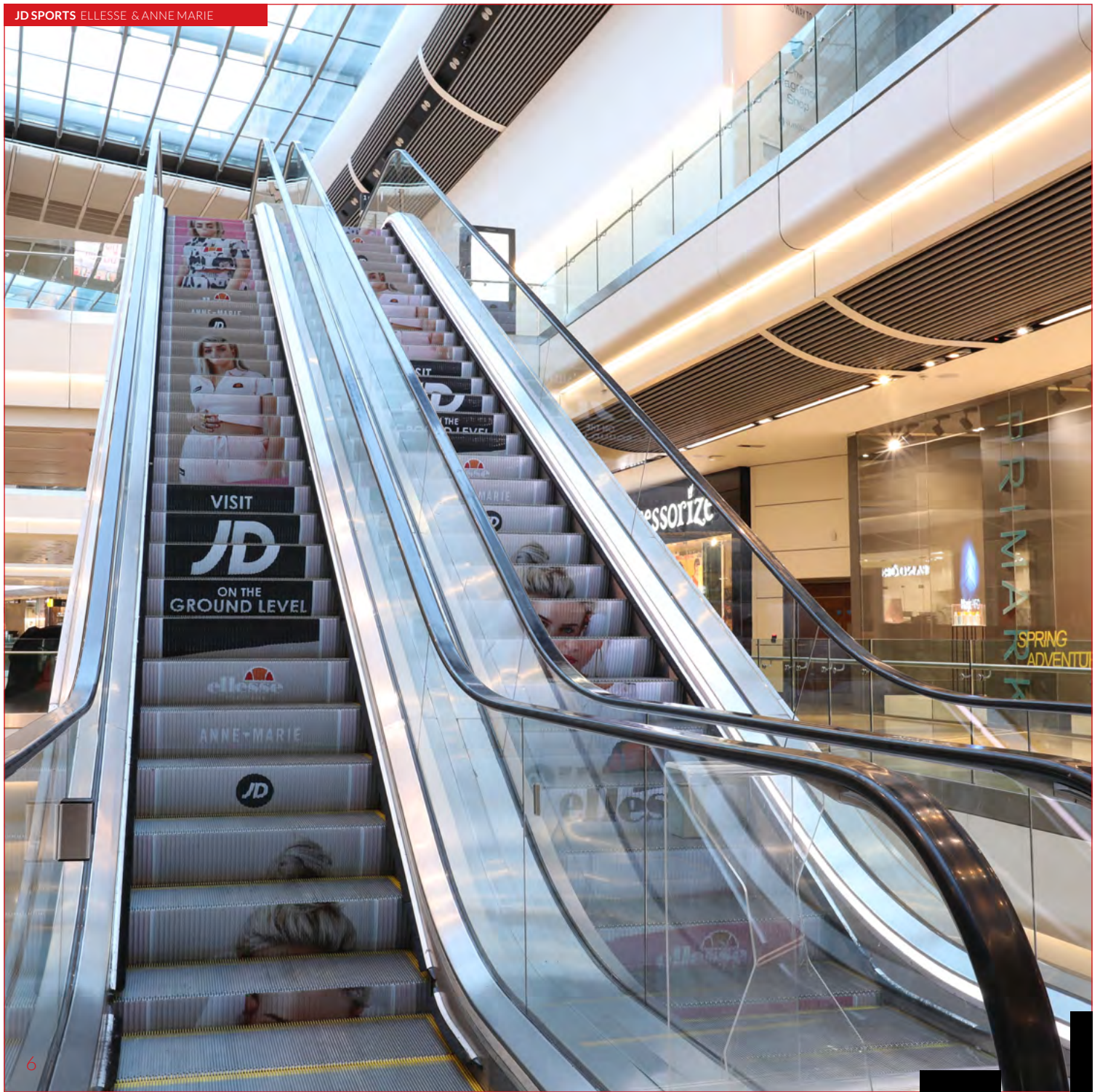
## PUBLIC TRANSPORT

### 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.



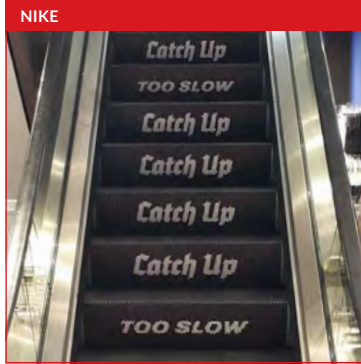






## FACTS & STATS

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



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.











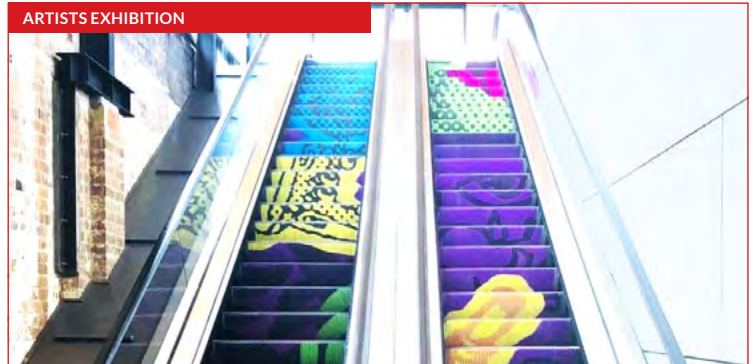
ARTISTS EXHIBITION



### 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.

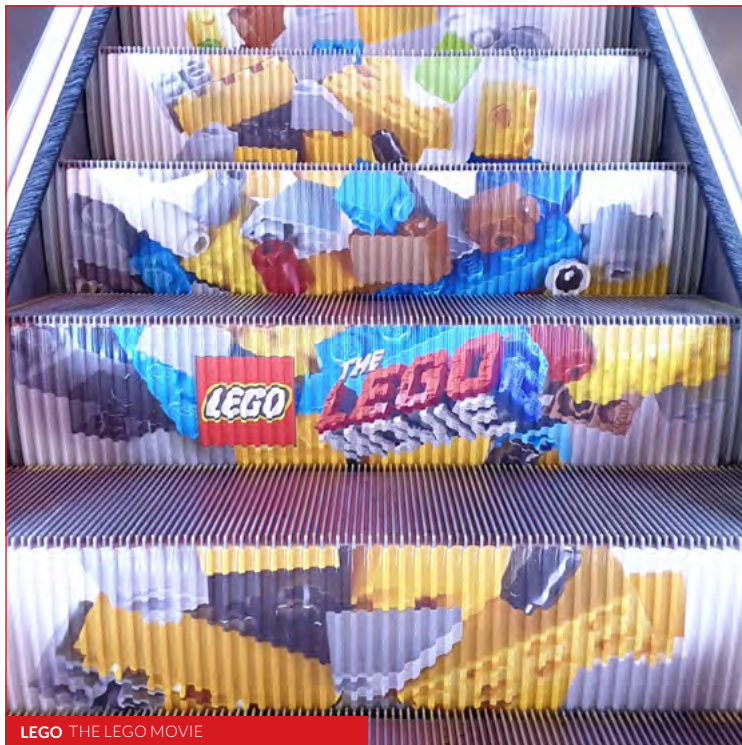
We have branded Sports Stadiums for large events, offering sponsor branding and advertising opportunities for specific events and targeted audiences. We are very happy to offer assistance and site-specific surveys for whatever your sporting event or function may be.











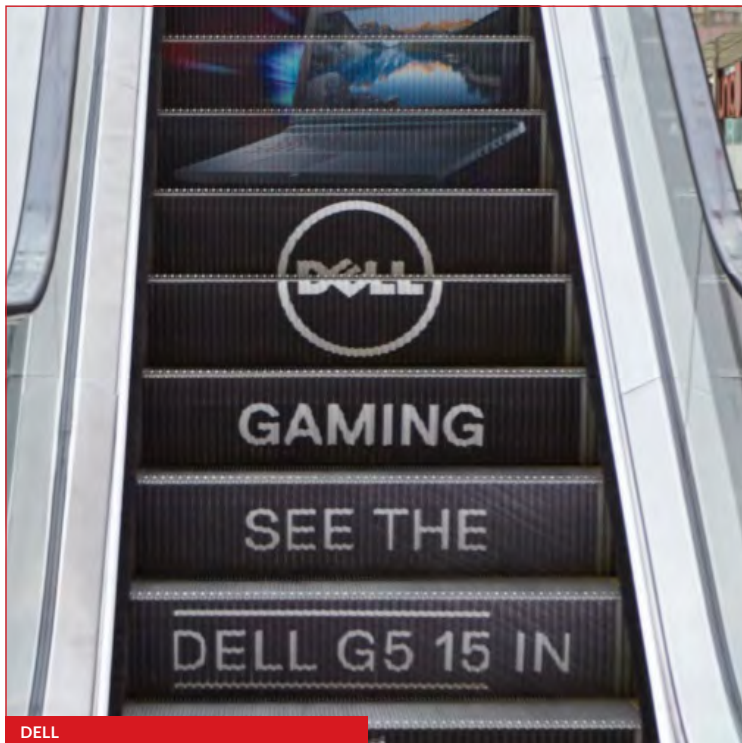
LEGO THE LEGO MOVIE

## 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

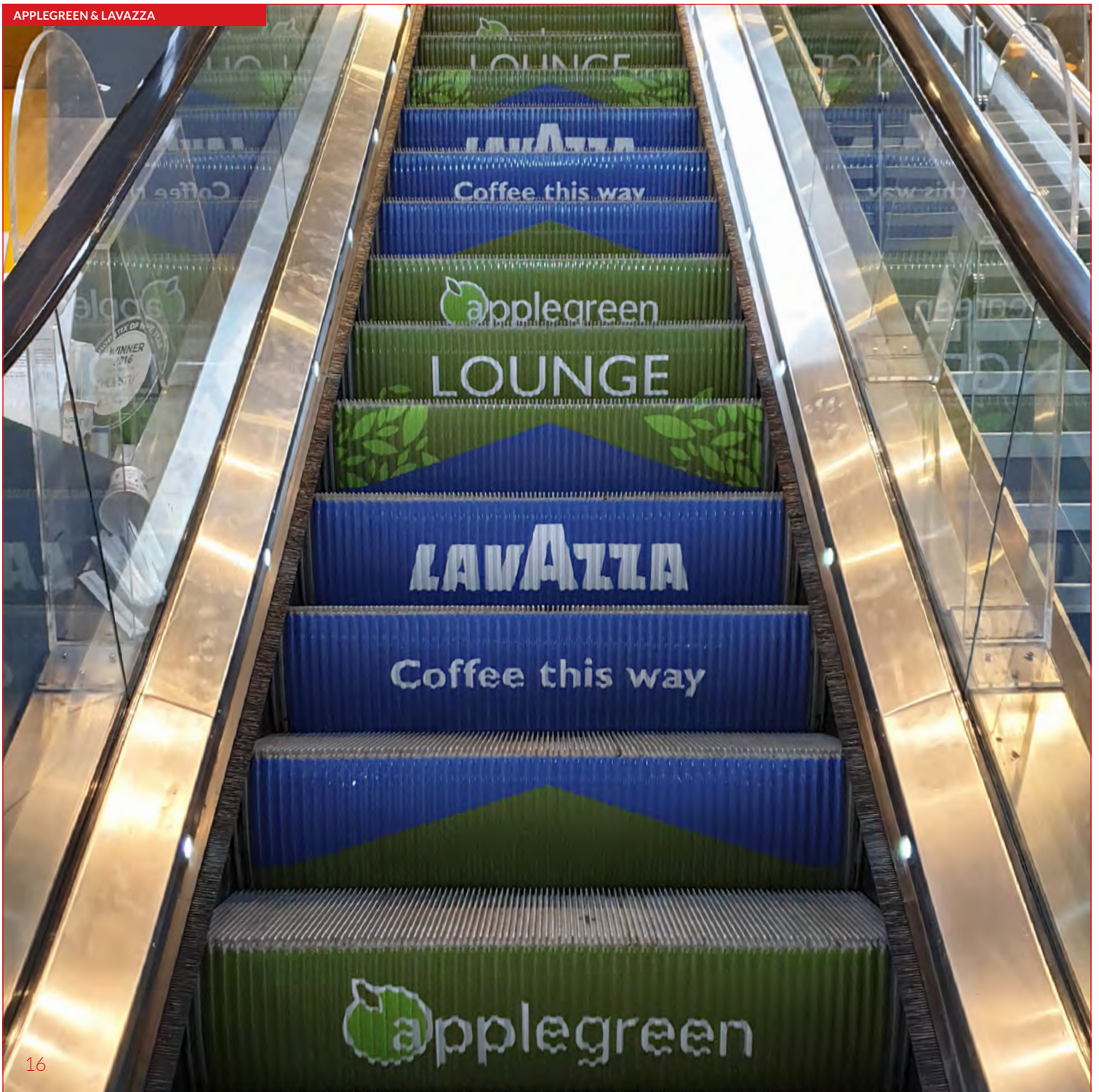
### SAFETY SIGNAGE

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.

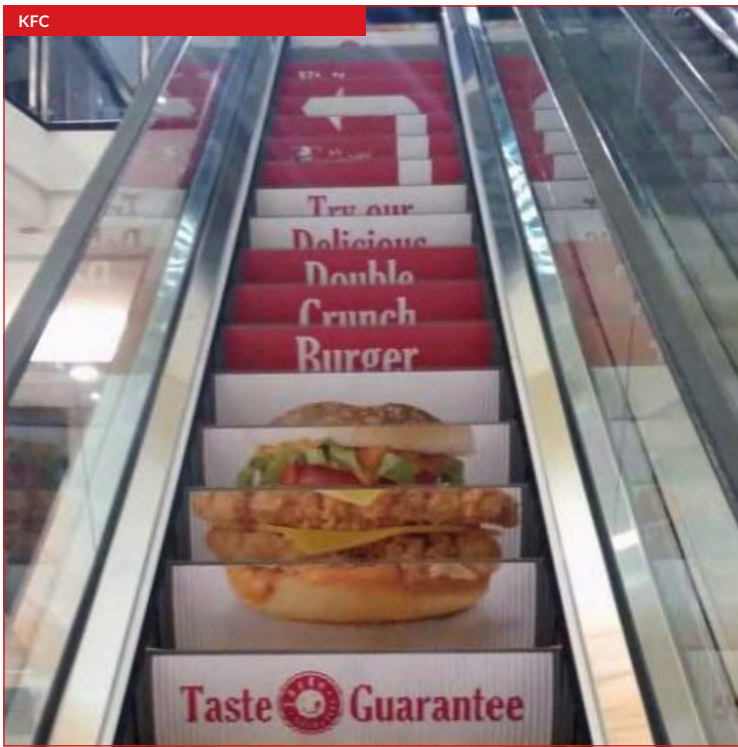
**MotionIcon UK & Europe** are proud to have tested our product in extreme environments, and we have proven to increase safety with the use of our escalator safety signage.











## 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

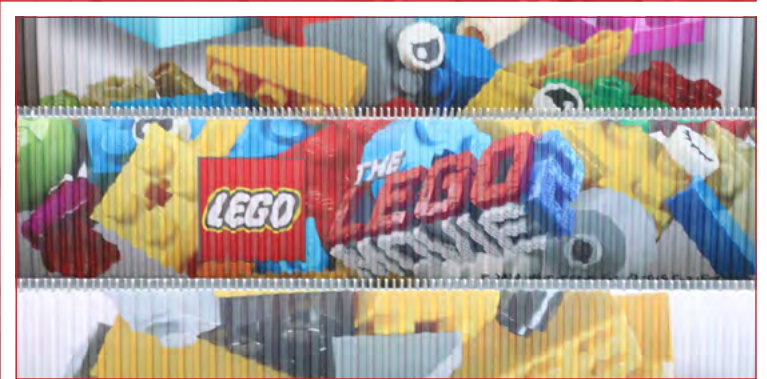
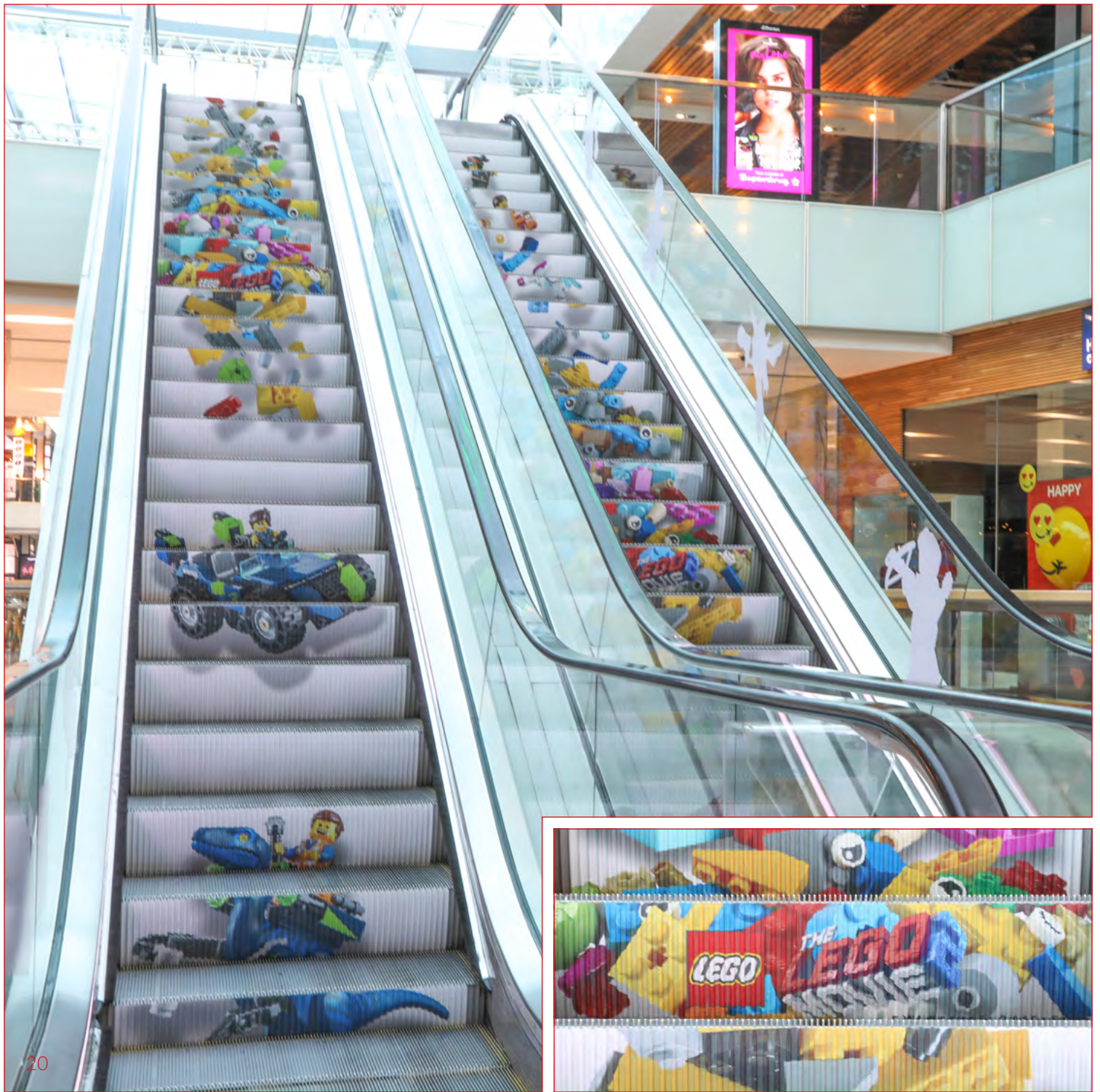
### SERVICE STATIONS, BANKS & HOSPITALS

**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.











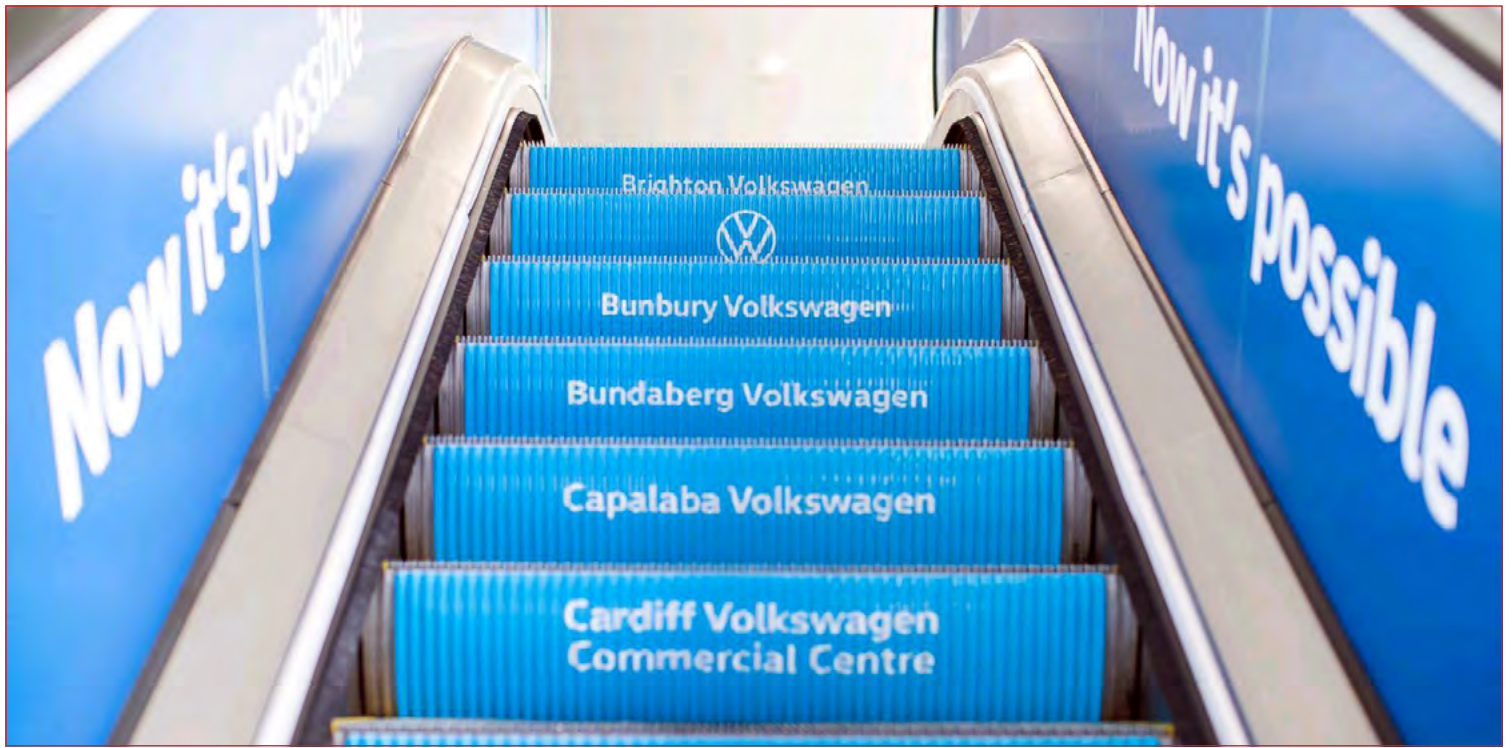
## OUR PRODUCTS

### 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.



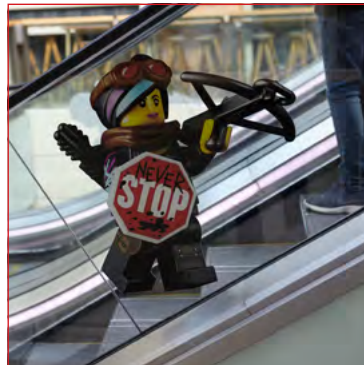


## OUR PRODUCTS

### ESCALATOR SIDE GRAPHICS

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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.



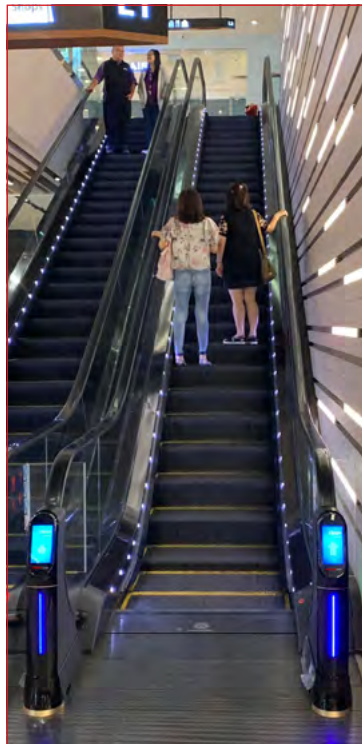
## OUR PRODUCTS

### ESCALATOR HANDRAIL SANITISERS

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**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

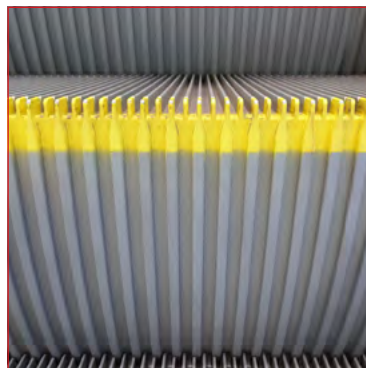
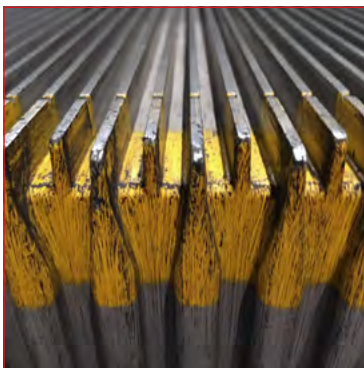
Various methods including cleaning by hand and machine, reduced time on site, effective close up cleaning and heavy duty grease removal.



## 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 OUT MORE?

Please email [enquiries@motionicon.co.uk](mailto:enquiries@motionicon.co.uk) and we will get back to you straight away.

Also visit [motionicon.co.uk](http://motionicon.co.uk) for further information.