



LANDLORDS &
PROPERTY OWNERS



, Cinema, Casino & Bowling

THE HERO
YOU NEVER
SAW COMING

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YOU NEVER
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GAMING

SEE THE

DELL G5 15 IN

ANT-MAN & 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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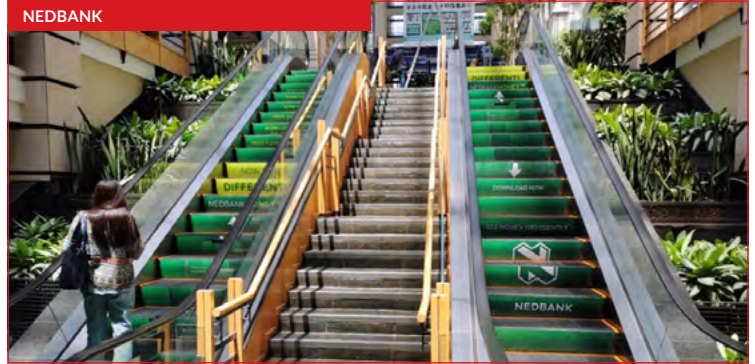
ARTISTS EXHIBITION



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.

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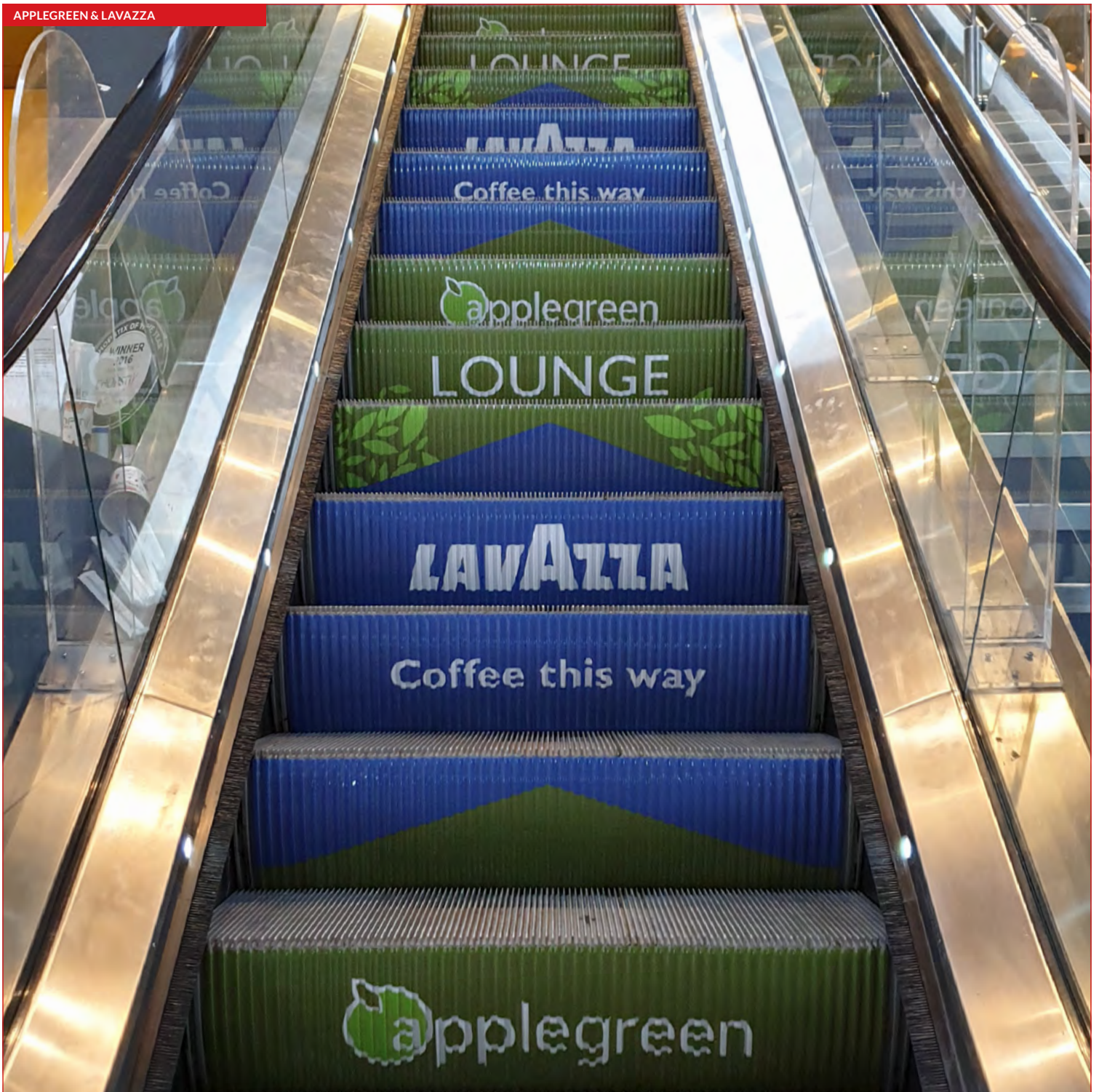


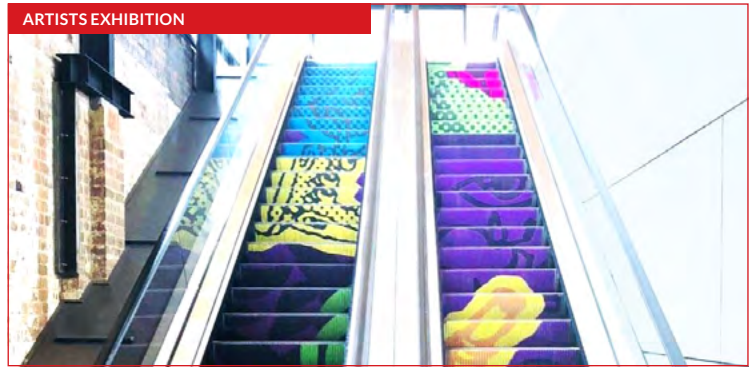
BENEFITS TO LANDLORDS & PROPERTY OWNERS

- ✓ **Additional** and attractive **revenue stream**
- ✓ **Improves safety** and accountability via our **qualifying survey**
- ✓ **Reduces risk** to users
- ✓ **Improve user experience**
- ✓ **Utilise** your escalators for **internal messaging**
- ✓ **Improve** the **aesthetics** of your venue
- ✓ Turn your costly dirty liability into a **clean and profitable asset**

Communicate up and coming **events, offers, special occasions, new stores, safety...**







IMPROVE SAFETY & ACCOUNTABILITY

MotionIcon UK & Europe's qualifying survey is undertaken by our trained team and this inspection ensures that the following elements are checked and compliant:

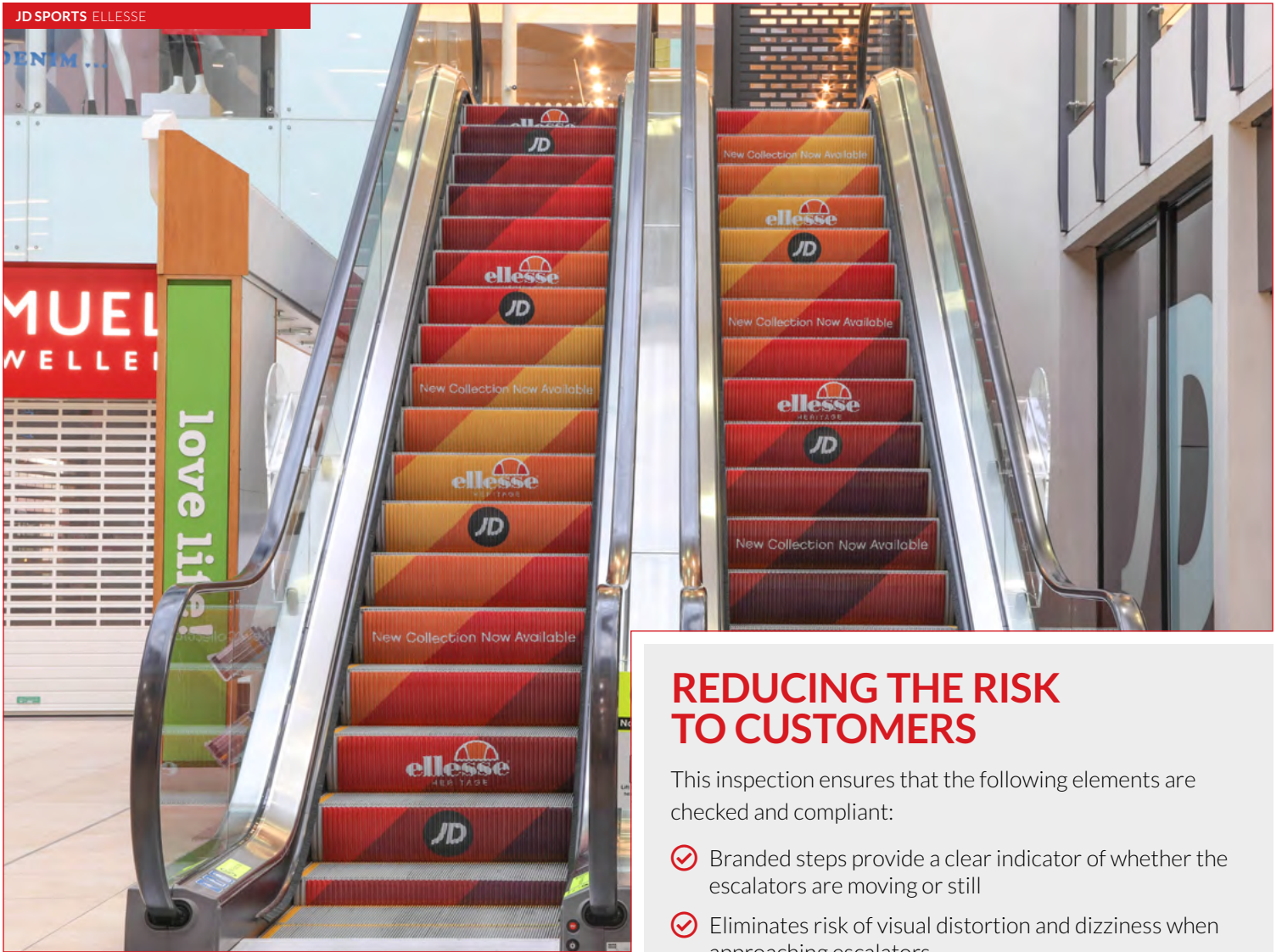
- ✔ Is the escalator **running effective**
- ✔ Is the **lubricating system functioning** correctly
- ✔ Is the clearance between each **step compliant**
- ✔ Is the clearance between each step and the **side skirt panels compliant**
- ✔ Are the steps **guiding properly** into the top and bottom landings
- ✔ Are there any **broken comb plates** on the top and bottom landings
- ✔ Are the step rollers in good condition
- ✔ Does the emergency stop button and key function correctly
- ✔ Is there a technical support number visible

The qualifying survey ensures that the escalators are operating smoothly with minimal lateral movement, that there are no oil residue on the steps and that there are no dangerous gaps, broken teeth, or dented risers.



*The qualifying survey issued to landlords as added value service but does not replace the contractor's agreement with the landlord.





REDUCING THE RISK TO CUSTOMERS

This inspection ensures that the following elements are checked and compliant:

- ✓ Branded steps provide a clear indicator of whether the escalators are moving or still
- ✓ Eliminates risk of visual distortion and dizziness when approaching escalators
- ✓ Motion Icon will only install panels if the 8-point survey is passed which equals less incidence/safer centre
- ✓ Panels provide reduced step gaps, and offer anti-friction patented design, reducing entrapment risks





NESTLÉ NESPRESSO



NESTLÉ NESPRESSO



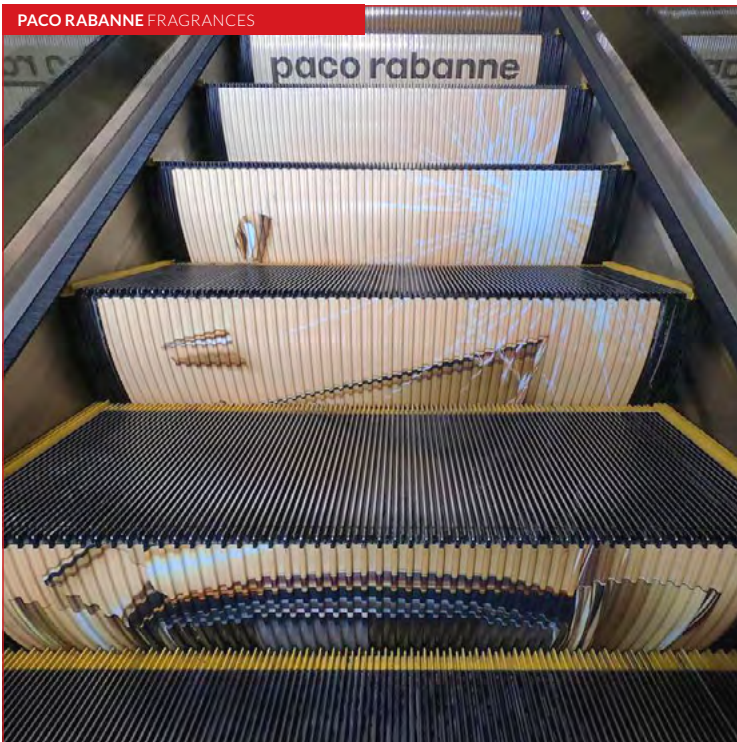
FACTS & STATS

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.

PROOF OF PRODUCT

- ✔ A “test of time” durability test has run in the UK for 24 months (reference letter available)
- ✔ Launched in the most litigious environments globally i.e. USA, Australia, United Kingdom and Europe
- ✔ We have installed on the most recognised escalator brands i.e. Schindler, Kone, Otis and Thyssen including Thyssen Krupp
- ✔ We have attained product acceptance and sign-off in recognised venues such as Westfield UK, Caesars Entertainment Centre - Las Vegas, Dubai Airport, ANZ Stadium Sydney and Sydney Opera House
- ✔ Our product does not have any effect on the warranty of the escalator (reference letter available)
- ✔ Public indemnity is carried by all licensees
- ✔ Product insurance is carried by all licensees

PACO RABANNE FRAGRANCES

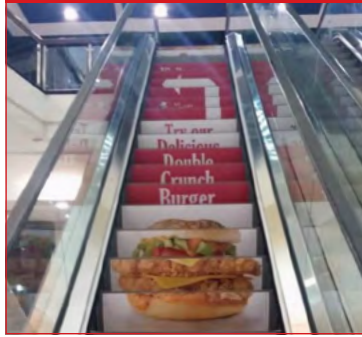




ESTÉE LAUDER GIFT SETS



KFC



KFC



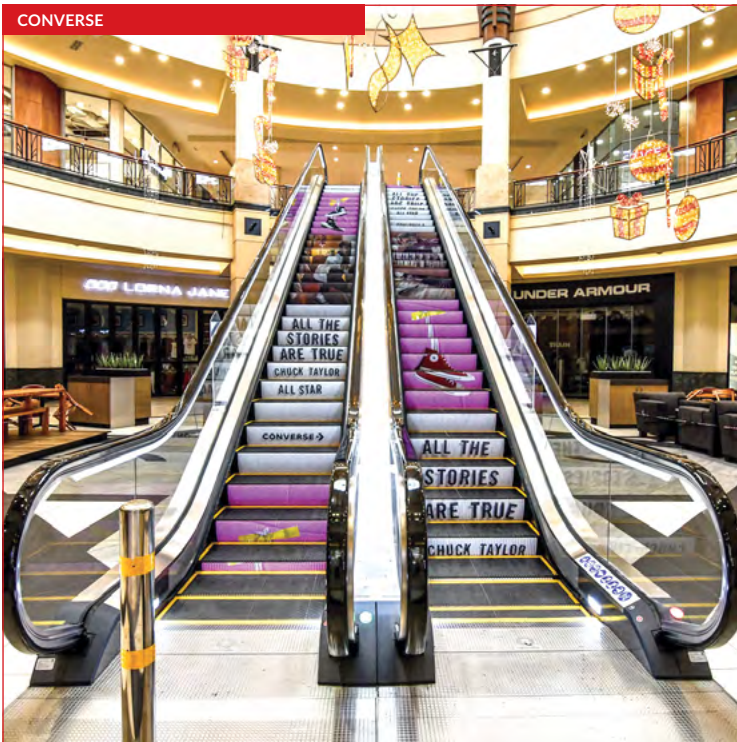
FACTS & STATS

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

PRODUCT VERSATILITY

- ✓ Moving media
- ✓ Creative options
- ✓ Versatile use of brands
- ✓ Cost effective
- ✓ Quickly applied
- ✓ Durable
- ✓ Compliant
- ✓ Impact resistant
- ✓ Anti-scuff
- ✓ Lightweight
- ✓ Safe
- ✓ Benefit to maintenance
- ✓ Eco-friendly materials
- ✓ No mess
- ✓ CSI contribution

CONVERSE







FACTS & STATS

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

ADDITIONAL INFORMATION

MotionIcon UK & Europe's production facility is based in the UK with easy distribution routes via air, land, and sea.

- ✓ Panels are manufactured from **high quality materials**
- ✓ **Stringent quality control** from beginning to end
- ✓ **MotionIcon UK & Europe** hold templates for virtually all escalator brands
- ✓ **Legal** method of branding
- ✓ Contributes to the **creation of employment**
- ✓ **Endorsed** by recognised escalator manufacturers
- ✓ Dispatched panels consignments both nationally and globally using recognised, reliable and fast courier services
- ✓ Installations between 2-4 hours, during out of hours service times
- ✓ Escalator risers cleaned as part of our service offering





WOULD YOU LIKE TO FIND OUT MORE?

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

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