A life line for traditional newsprint media company

The traditional newsprint media company has been facing life threatening competition from the on-line media companies for the advertising dollar.

The steady decline in revenue from ad sales can be reversed very quickly with an alliance between the traditional newspaper and PizzzAR, a division of Ecocarrier Inc. and an effective deployment of the PizzzAR managed services.

The below-stated attributes of PizzzAR provide the competitive edge, that the newsprint media company ("NMC"), needs to combat the on-line media without requiring the NMC to retool or to make significant capital investment in order to work with the disruptive digital medium for advertisement and promotion campaigns as PizzzAR managed services.

PizzzAR is a truly comprehensive cloud-based managed service that is ready for use.in any country with high speed internet infrastructure.

The competitive advantage that PizzzAR offers over and above the on-line media for advertisement and promotion campaigns are

- Push advertising in addition to Pull advertising

- Super cost efficiency – low initial non-recurring production costs and extremely low running operation cost; variable costs are incurred only with proven delivery of incidents of capture of eyeballs; campaigns may be suspended at any time.,
- Visibility of performance of the campaigns and the relative costs up-to-date of the campaign is available in a dashboard view; these are great tools for cost management and decision making

- Updates of ad contents, change, delete, add can all be made at the cloud-based server without requiring change to the Markers in the public domain and other regime for triggering the play of the ad and promo contents such as location-aware triggers

- Service is available worldwide globally and across time zones with delivery of the ad and promo contents in the language of preference of the user/viewer

- The presentation of the ad and promo contents are made with AR/VR/MR techniques.

PizzzAR is a timely deployment that all traditional newsprint media companies can use to great advantage and benefit. It can very well be a life line for a company fast approaching terminal condition. PizzzAR will reverse the decline and revive the prospects of the business. It is definitely a boon to the business.

We would be very pleased to work with you on your requirement. Please write to us at projects@ecocarrier.com

Attributes and Advantages of PizzzAR as a medium for Advertisement and Promotion Campaigns

PizzzAR www.pizzzAR.com

http://www.arvr00.com/PizzzAR-Brochure.pdf   (3-fold service brochure)

is a high efficacy and super cost efficient digital medium for advertisement and promotion campaigns, featuring AR/VR/MR Production, location-aware function, view data capture and big data analytics in a comprehensive cloud-based managed service provision. It is a disruptive technology in the media advertising space that does both pull and push operation for the advertisement.

The essential components of PizzzAR service provision are
- PizzzAR cloud-based server
- PizzzAR app – it is to be downloaded from app stores into a Smartphone/Tablet by the user

- Project – it is a distinct AR Production/ VR Production that runs within PizzzAR app; each Project is an advertisement or promotion campaign
- Marker(s) – it is usually a small printed image of size no smaller than 2.5" x 2.5" but it can also be a physical object of a distinct shape, a building or a structure. each one representing a Project
- Trigger – this is the reading of a Marker or the detection of a certain location specific data such as a set of GPS coordinates; the trigger invokes the Project to play in the Smartphone or Tablet.
- Digital Contents – contents for each advertisement or promotion to be played; these are all digital assets that are stored in the cloud-based server and are readily available to be transported, on demand, for use by PizzzAR app when a Project is triggered to play

Definition of industry terms used.
AR or Augmented Reality
Augmented Reality (AR) enables users to experience the world around them as is, but with the enhancement in the form of additional layers of digital content over and above Reality such as images, sound, video and text; contents information that is available and relevant to the user's specific situation at the time.

Virtual Reality
Virtual Reality is **a three-dimensional, computer generated environment** which can be explored and interacted with by a person. That person becomes part of this virtual world or is immersed within this environment and whilst there, is able to manipulate objects or perform a series of actions.

Mixed Reality
Mixed Reality (MR) is the combination of operation and experience in an environment where one can avail oneself of the advantages of Augmented Reality (AR), Virtual Reality (VR) and yet being able to interact with the AR presentation with actions/interactions in physical reality.

Cloud-based or Cloud Computing
Simply put, cloud computing is the delivery of computing services—servers, storage, databases, networking, software, analytics, and more—over the Internet ("the cloud"). Companies offering these computing services are called cloud providers and typically charge for cloud computing services based on usage, similar to how you're billed for water or electricity at home.

Attributes of PizzzAR managed service:
- **Digital Medium and Cloud-based**

All contents for the ad and promo campaigns are digital and cloud-based. The digital assets are readily available for transport from the Cloud to the play-station (Smartphone or Tablet) connected to the Internet anywhere in the world

Contents are a one-time production of the digital assets for use relative to a Project. The digital assets of a Project reside in a cloud-based server and are available on-demand for transport from the cloud server to a Smartphone/Tablet running PizzzAR app that is triggered to play the Project with the reading of a Marker or the detection of the location coordinates of the Smartphone/Tablet in a specific location anywhere when connected to the Internet.

The contents of the Project can be updated with ease simply by uploading the updated assets to the cloud-based server.

Advantage: There is no need to make any change to the Marker that is out there for public viewing and use when there is a need to update the contents of the ad/promo campaigns

The ad and promo campaign plays anywhere to an interested party anywhere in the world that is connected to the Internet.

Multiple sessions of playing of the Project can take place currently across time zones anywhere in the world as long as the user/viewer has Internet connection

Costs involved are:

One-time production cost of the Project including production of the digital assets for the content (as low as US$1500 including 10 hours of labor cost for creation and production of digital assets; additional labor billed at US$150 per hour)

Monthly cost of storage of the digital assets in the cloud server (as low as US$0.15 per GB per month)

The per-per-use cost of transport of the digital assets from the cloud server to the Smartphone/ Tablet playing the Project.   (as low as US$0.25 per GB of data transfer)

A Marker of 2.5" x 2.5" space/area on display in a high consumer traffic area / physical medium can be used for a Project that is an advertisement or promotion campaign consisting of tens of pages of presentation materials including text graphics, video, audio, webpages, images, voice over etc.
There is no physical printing involved; no cost of paper
It is a super cost efficient way of doing Production.
The non-recurring cost of Production in manageable; the variable costs (cost of storage and transportation of digital assets) rise only in relation to greater volume of viewing/playing of the Project.

Visibility of Performance of the ad / promo campaigns and the relative costs up to date.
Each of the entity in the distribution value chain / food chain of the PizzzAR ecosystem of digital medium for ad/promo campaigns has access to dashboard restricted by their levels of viewing privileges and with password protection. The dashboard gives graphical display of performance data on individual campaigns (Project) and the relative cost of the campaign of the Project on PizzzAR service platform. These are valuable tools for managing the campaigns and the costs and for decision making.
The performance data is the result of Big Data Analytics on the data captured from the individual Smartphone and Tablet playing the Project of ad / promo campaign. Data such as where and when the user plays the Project, the duration of play (eyeballs capture) of the Project, what device was used to play the Project and particulars relative to the user; what projects get the most play, the longest play; what is trending etc.

Push Advertising /Promotion Capability
PizzzAR digital medium for advertisement and promotion campaign is incorporated with location aware capability for use both indoors and outdoors to do Push Advertising / Promotion. PizzzAR running in Smartphone reads GPS coordinates and other locationing ID data and use them to determine if the user (person handling the Smartphone) is in the vicinity of an advertiser's store location or in an area interesting to the advertiser for the purpose to doing a Push Advertisement or Promotiion at the time of day.
An example of pro-active or push advertisement and promotion campaign can work as follows: if and when the user/viewer running PizzzAR in their Smartphone is within 20 feet of a sporting goods store in a shopping mall who is an advertiser on PizzzAR service platform, PizzzAR can bring up and deliver a certain ad of the advertiser and push it to the viewer.
The ad may be for a special offer that says "For today only, 50% off the price on price tag for all Reebok sneakers at FootComfort, there is one within 20 feet from where you are." The message is delivered in both audio (voice) and text + logo + interesting graphic animation.
Another example maybe a Push Advertisement for Point of Interest / Tourist Sights: when PizzzAR read the GPS coordinates of the user's location and know that the user is within walking distance from a popular tourist sight, PizzzAR then presents the ad relative to the Point of Interest and even give direction to get to the target destination right there and then.
PizzzAR is good everywhere
While it is certainly true that everyone loves pizza, PizzzAR as a notion is powerful and profitable and applicable for adoption for implementation in any 'vehicle" that has large circulation. The following are great places for PizzzAR:

A full page of a newspaper or a tabloid or a magazine. Divide the full page into squares printed with distinct images of Markers.

A regular newsletter of a professional association or a charity organization or a government institution with large circulation are all good places of PizzzAR

The monthly mailing of a bank statement or a utility company statement are also good places for PizzzAR

The door of a refrigerator is an excellent place for a Marker for use with PizzzAR. Make and distribute as give-away magnetic tag that can attach to the metal surface of the door of a refrigerator.   It is an enduring display that remains to be seen for a long time.