

OCEAN DEEPSCREEN™

A NEW DIMENSION IN DOOH



MORE THAN MEDIA

At Ocean we are truly passionate about creative facilitation and DeepScreen™ is the perfect example. It is more than a media product, it is a complete suite of services and support. All of which collectively are there to help elevate your creative idea and brand.

When booking DeepScreen™ you can rest assure that we will accompany you from start to finish and beyond to help enable the best and most impactful solution possible.

DeepScreen™ uses an age old technique called 'anamorphosis' or 'forced perspective', which mathematically warps imagery so that, when viewed from a specific vantage point, the illusion of 3D depth is created on flat surfaces.

Ocean's proprietary DeepScreen™ 3D templates - which take the hard work of correctly warping the artwork to create the illusion - can be used to create windows into other worlds, extend existing architecture, or make impossible objects appear to float in the air. We can even make objects appear to be coming out of the screen and towards the viewer.

By booking our DeepScreen™ locations and use of our licenses you can create immersive experiences on some of the best and unique DOOH-screens in the Nordics.





CREATIVE GUIDANCE

We have spent hundreds of hours perfecting the DeepScreen™ product and know all the ins and outs of how to leverage creative ideas in this format. Part of your booking is creative guidance where we guide and assist along all steps of the way.

PRODUCTION SUPPORT

When you decide to use a premium Digital Out Of Home creative outlet, execution should be taken seriously. That is why we have dedicated resources attached to all DeepScreen™ campaigns, assisting all involved stakeholders in production related matters. You are also always given the option to work with our preferred, carefully selected, suppliers in your production process. In the initial phase of the process you can scale the level of support needed given the kind of 3D-resources you have available.



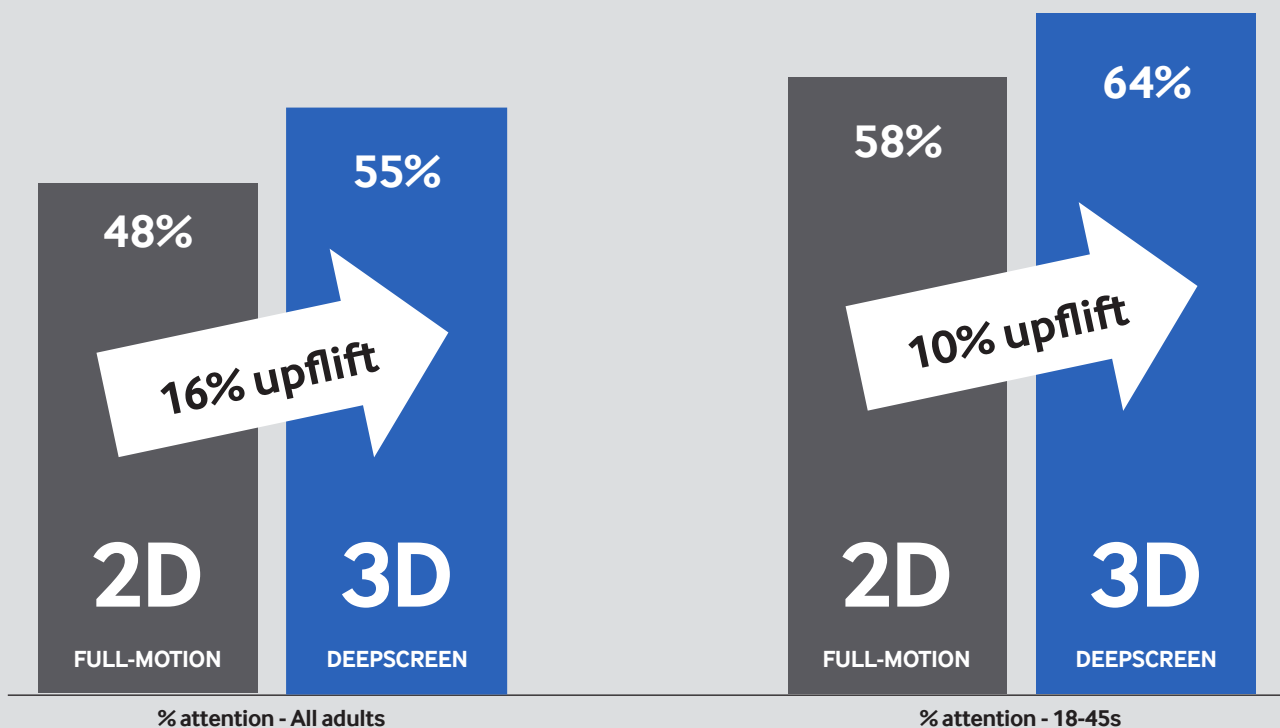




MARKETING PACKAGE

An important part of the DeepScreen™ product is add on marketing services. We know that spectacular creatively driven Digital Out Of Home such as this has the power to reach beyond the originating channel and drive brand KPI:s in other media, especially earned media, such as SoMe and PR. All campaigns come with photo documentation, case promotion video and promotion in Ocean's channels. If agreed, we are also able to enlarge the scope of case promotion and PR efforts from our side.

3D GENERATES DOUBLE-DIGIT INCREASES IN ATTENTION



QUOTES

"(It is) eye-catching and made the product look appealing"

"The 3D imaging was very eye-catching"

"It is really eye-catching. Once you see it, you want to look at it to see what's going on and what is being advertised"

Source: Deepscreen research study - Opinium research May 2022. 1,579 respondents Q. How likely is it that this advert would capture your attention?

PRICING

- 16,66% SoV
- 7 day campaign period
- License + template included
- Production excluded
- Exclusivity as DeepScreen™ advertiser on the selected location during the campaign



ICON Sergels Torg 260 000 sek

Strategically located in the most busy pedestrian crossing in Sweden. Opposite Åhléns City, the most famous venue in Stockholm. Right next to the entrance to Stockholm City subway station and other public transport. Visible from Klarabergsg and Drottning. LED Sergels Torg reaches impressive 5 429 200 /week.



ICON Westfield Mall of Scandinavia 150 000 sek

The massive screen measures 41 m x 13m (525 sqm) making it one of the largest DOOH screens in Europe and the biggest commercial screen in the Nordics. Visible from a far, it can be seen from highways, pedestrian areas and trains. With two sides it is ideal for creative advertising.



The Curve @ Westfield Täby C 100 000 sek*

Big screen on the facade of Westfield Täby Centrum (84 sqm). Visible from a far, it can be seen from highways, pedestrian areas and trains.



The Screen @ Westfield Täby C 100 000 sek*

Catch the attention of the exciting audience in Westfield Täby Centrum, one of the largest and most popular shopping destinations in the region. The diverse retail, dining, and leisure options available cater to the varied interests and needs of both local residents, shoppers from Stockholm, tourists, fashion enthusiasts, families, and professionals.

*Both The Curve and The Screen @ Westfield Täby included in the price 100 000 sek



DeepScreen® Alive opens up a new world of 3D DOOH theatre. Building on the huge success of DeepScreen®, spectacular 3D illusions which elevate out of home brand experiences, Ocean launches DeepScreen® Alive.

Developed by Ocean Labs and Ocean Studios, DeepScreen® Alive uses the world's most advanced real time 3D creation tool supported by state-of-the-art hardware to build deeper connections with out of home audiences.

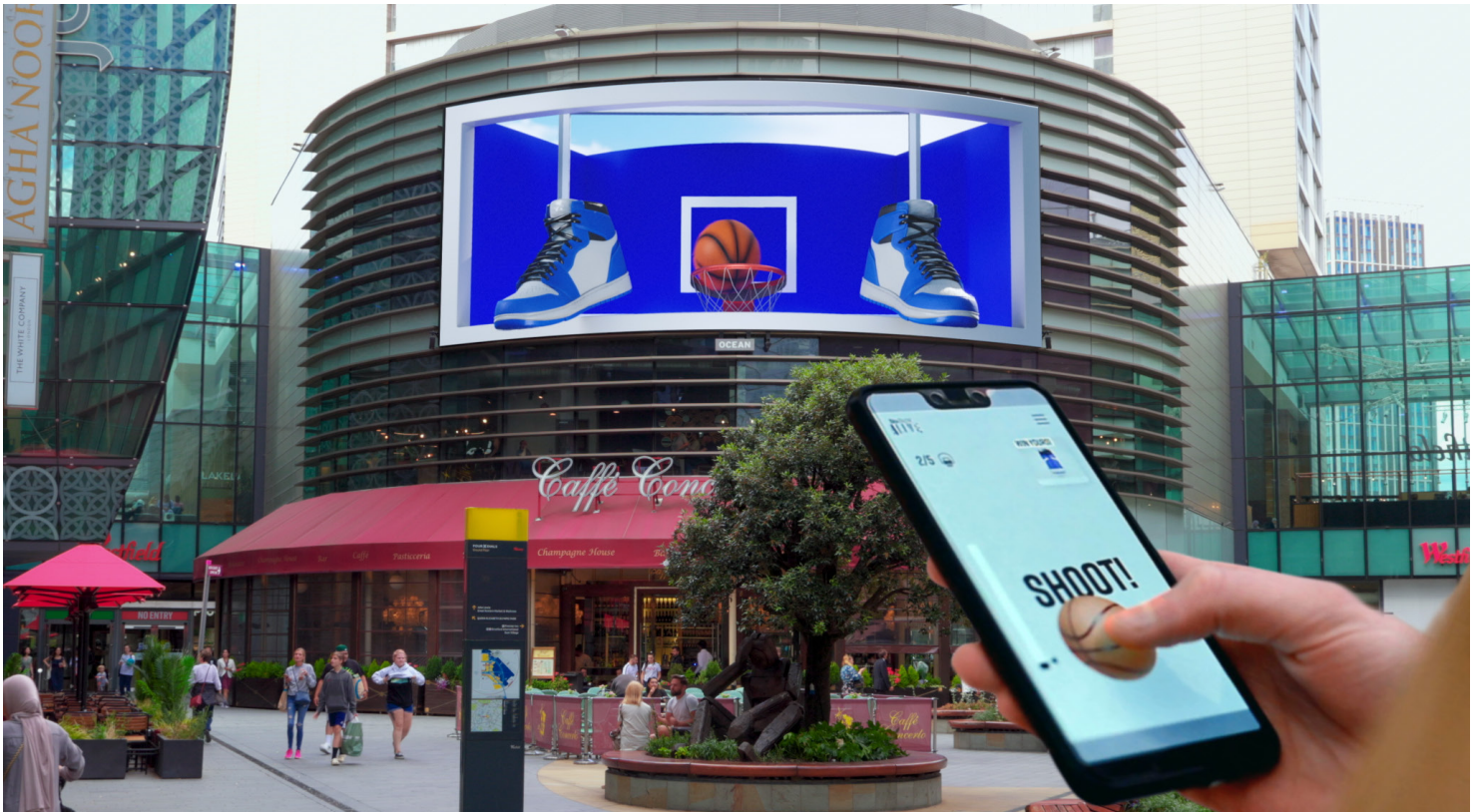
Available on 24 full motion displays in handpicked locations and experiential spaces in seven countries including the UK, the Netherlands and the Nordics, DeepScreen® Alive brings immersive entertainment to digital out of home (DOOH) using real time theatre and live effects.

The technology is powered by Ocean Vivus, a fully integrated purpose built hardware and software system which incorporates the Unreal gaming engine, opening up unlimited scope for real time responses and 3D interactivity. The unique system gives more flexibility to brands, complete customisation and the unique immersive moments consumers expect.

Ocean Labs managing director Catherine Morgan said: "DeepScreen® Alive is the world's most advanced real time 3D creation tool, taking the visual impact of anamorphic OOH to the next level by creating the unexpected. Elevated experiences that stop people in their tracks and transport them out of their every day.

"To continue to grow market share, it's important to deliver memorable experiences which create long term relationships and brand advocates. If you don't have brand status then other channels will not deliver for you."

Director of Ocean Studio and group design David Tait said: "DeepScreen® has made 3D OOH accessible for brands, creating fame, talkability and helping them to build social media audiences around big occasions. Our new concepts respond in real time, allowing advertisers to explore deeper audience connections, creating value and a return on investment." Ocean's DeepScreen® Alive packages include four features:



DeepScreen® Alive Data – this execution draws on multiple data sources allowing the 3D artwork to respond in real time to contextual or environmental triggers. The 3D scenes can be altered to match changing light levels, shadows and reflections according to the time of day or immediate weather conditions such as rain or wind.

The screens can also pull in all forms of external data such as live scores, medal winning celebrations, film times or brand promotions, which can either be displayed directly or used as a trigger to show different 3D objects and creative illusions.

DeepScreen® Alive Play – this concept allows audiences to become part of 3D experiences on the big screen, connecting via mobile devices to



take control, configure and customise a scene, participate in games and win prizes. For example, participants could customise a car in 3D or add their monogram to personalise products.

DeepScreen® Alive Collect – this feature allows users to grab 3D objects from the screens in token powered games. Brands can create NFT treasure hunts in which players collect virtual tokens in their digital wallets to be redeemed instore, online or in the metaverse, connecting the physical, digital and virtual realms. Collect is operated via an exclusive partnership with SmartMedia Technologies, the Web3 engagement platform.

DeepScreen® Alive 4D – Adding to the 3D drama, DeepScreen® goes multi-sensory with the addition of special real world effects including audio and sonic idents, smell, mist jets or other weather related stunts.

Since Ocean rolled out DeepScreen® across its portfolio in 2021, more than 100 campaigns have appeared, with brands including Versace, Gucci,



Balenciaga, Amazon Prime, Coach, Netflix and Vodafone embracing 3D OOH as the centrepiece for multi-channel campaigns. Ocean's proprietary 3D templates are used to create breath-taking windows into other worlds, extend existing architecture or make impossible objects appear to float in the air, coming out of the screens and towards the viewers.

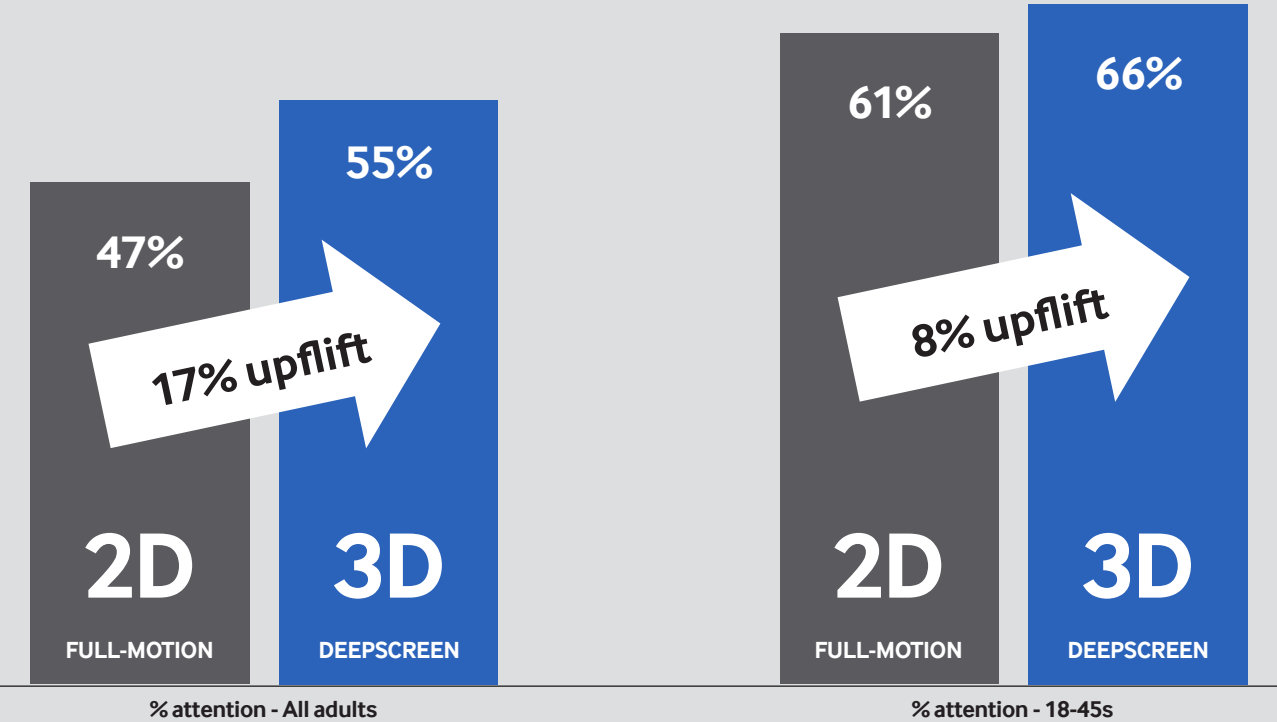
According to Ocean's five neuroscience research studies, full motion screens outperform static outdoor by 2.5 times, driving emotional impacts and memory encoding and priming other channels and social media campaigns to improve brand saliency and authenticity.

See our launch video here:

<https://vimeo.com/812840632/43cf7c60e7>

For more information on DeepScreen® please contact:
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CREATIVE APPEAL IS HIGHER WITH DEEPSCREEN 3D



QUOTES

"It's an innovative advert, I liked it very much and it's very modern"

"It was very engaging and I looked at it about 6 times. It was innovative and quite fascinating"

"It looks like a trend-setter and making way for new innovation of the future"

Source: Deepscreen research study - Opinium research May 2022. 1,579 respondents Q. How likely is it that this advert would capture your attention?