

## Narrowcasting Is The Next Wave Of Global Advertising



Narrowcasting is just the opposite of broadcasting: instead of sending a single message to every possible listener or viewer (whether it is of value to them or not), narrowcasting targets a selected audience, such as customers, and presents them with customized, relevant messages that boost sales and increases cross-selling across multiple areas.

Two researchers at the University of Western Ontario in London, Ontario —Ed Elliot and Ken Stuart — developed the intelligent narrowcast network in 1998 with initial funding from the university's office of technology transfer and industry liaison.

“ This software program, which incorporates a user-friendly web interface, can control thousands of digital screens and enables universal access, multi-level user privileges, precise control of digital media messages, and performance monitoring.

Using special algorithms and high-quality streaming video, the network system incorporates the business's own unique data such as systems, sales goals, inventory levels, weather conditions, and schedules to inform and influence buyers when they are most likely to spend, at or before the point-of-purchase. Thus a variety of local, national or

global marketing messages can be delivered, in real time, to specific departments, aisles, or stores.

EK3 Technologies, a University of Western Ontario spin-off company in London, Ontario, was established to further develop this state-of-the-art narrowcasting and digital signage technology. The company's core technology, EK3 imPulse™, is used by some of the largest companies in the world across a wide range of industries, including retail, grocery, financial, automotive and advertising.

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