



News and Features

## Ads With A Lift

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The media technology company **Inlink** Technologies wants to make it difficult for city office workers to escape advertising. The two-year-old company plans to have 750 digital display units installed in lifts by the end of next year. The units display advertising and media content from f2, the internet arm of John Fairfax Holdings (the owner of BRW).

The installations started on August 13, when **Inlink** put 20 units in the lifts of the Citigroup Centre in Sydney. The managing director of **Inlink**, Oliver Roydhouse, says the units will be installed in premium and A-grade office buildings at a cost of between \$50,000 and \$150,000 for each building. They will give advertisers a way of reaching captive audiences of business professionals, who are difficult and expensive to reach using electronic media such as television and radio. Roydhouse says: "In the Citigroup tower, you've got lawyers, stockbrokers and accountants, who are a very desirable audience, and they spend an average of 80 minutes in lifts every month."

Roydhouse says that the cost of advertising on the **Inlink** units is between \$28.60 and \$66 a screen each week. The cost varies depending on the length of the campaign and the number of screens purchased.

The managing director of the media-buying company Fusion Strategy, Steve Allen, gives the idea qualified approval. "There are a lot of issues, like the quality of the pictures, and the locations," he says. "But if those issues were resolved, I could see international and prestige brands attracted to the medium. If the unit was there, you wouldn't bother looking anywhere else, because elevators are uncomfortable spaces to be in."

Roydhouse says the technology that **Inlink** has developed takes news headlines from f2 databases and advertisements from **Inlink**'s system and compiles them into a split-screen format that is transmitted to the lifts. The information is sent through a high-speed internet connection to servers that are installed in each building. The server sends the information, which is updated every 20 minutes, to the wireless digital display units.

**Inlink** has signed a 10-year agreement with Macquarie Office Trust, which has 21 properties. The first Macquarie-owned building to have the network installed will be the Argus Centre in La Trobe Street, Melbourne. Roydhouse says: "There are about 5000 lifts in Australia that would be appropriate for this technology, so we've got our work cut out for us."

**Inlink**, which has 11 staff, is funded by private investors from Australia, Singapore and Hong Kong. Roydhouse will not detail the equity funding or revenue and profit projections.

**Inlink** revenue will come from the fees it charges advertisers. The company plans to pay 10% of advertising revenue to the owners of the buildings in which its units are installed.