



# Inlink ad screens get a lift

**Tina Perinotto**

Inlink Technologies, which installs high-definition digital LCD screens in lifts and lobbies, is set to double its presence in buildings around Australia and plans to launch a new lift technology system overseas.

The internet-linked screens operated by Inlink carry building information and advertising in lifts.

The company's managing director, Oliver Roydhouse, said new contracts would take the total number of buildings carrying the Inlink technology to 200 by year end.

The latest deals are for 34 office buildings owned by GE and Becton in Sydney, Melbourne, Brisbane and Perth, which are to be fitted with the technology.

## KEY POINTS

- The company projects advertising and information onto LCD screens in the lifts of buildings.
- Research shows that people are reacting positively to the concept.

Existing clients included GPT Group, AMP Capital Investors, Record Realty, ING Office Fund, Commonwealth Property Office Fund, ISPT, Century Funds Management and Orchard Funds Management.

Mr Roydhouse, who founded the company with private venture capital investors and former Macquarie Bank colleagues, said there were very few negative reactions to the

screens, and that most people saw them as a modernisation of the lift that helped enhance the image of a building.

"First impressions count, and elevators and lobby waiting areas are highly visible parts of a building," he said.

"Our screens help modernise and enhance the appearance of buildings. They are an important part of any tenant attraction and retention strategy."

Market research company Roy Morgan found that 64 per cent of respondents thought the screens were informative, while 39 per cent said it improved their perception of the building.

Inlink typically pays the owner of the building rent ranging between \$5000 and \$10,000 a year, depend-

ing on the size of the property. It then charges the advertisers for the use of its screens.

The content ranges from information about the building to news, weather and adverts aimed at business professionals.

Mr Roydhouse said that the service was attracting high-calibre advertisers including BMW, Microsoft, Samsung and the federal government.

Inlink would be reaching 1 million business professionals a month by the end of the year, making it the "largest media channel of its kind in Australia".

The company plans to launch a patented video security and safety system, Intellicam, in October 2007, at a world lift trade fair in Germany.