



Inlink screens to get a lift

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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.

Managing director Oliver Roydhouse said new contracts would take the total number of buildings carrying the Inlink technology to 200 by year's 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.

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.

Market research firm 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 building owner rent ranging between \$5000 and \$10,000 a year. It then charges advertisers for the use of its screens.

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