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## XTD Poised to Launch Digital OOH Interactivity via Smartphones

XTD Limited (**XTD** or the **Company**), owner and operator of cross-track digital advertising system, is preparing to launch a new technology that provides a platform for the exchange of content and data between the Company's screen networks and people's mobile devices.

XTD markets the world's first, large format, cross-track digital media and technology system designed for metro transit environments. The system broadcasts high-resolution digital video, supported by high fidelity sound, in both open air and underground locations.

"We are close to launching a new technology that provides a direct and valuable connection between hardware in two of the world's fastest growing communications channels; digital out of home (**DOOH**) and mobile devices," said XTD CEO Steve Wildisen. "There are millions of people travelling on metro rail networks worldwide and this technology will allow people to extend their transit digital experiences with the XTD network beyond the platform via their mobile devices as they continue their daily routines."

"Each of our screens contains technologies that when used in conjunction with native apps on commuters' smartphones, provide a level of measureable engagement that DOOH has lacked up to now. We have identified a number of partners that we're talking to in order to validate our thinking and investment prior to a formal launch later this year," continued Wildisen.

XTD has contracts in place for up to seven years to operate its digital media systems in Melbourne and Brisbane. Content for the media systems is provided by APN Outdoor, which markets an Eastern Seaboard cross-track digital package under the XtrackTV brand.

XTD is currently exploring opportunities for its metro rail media systems in Asia and North America.

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# ASX Announcement



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