



## OMNIA

### One line pitch:

OMNIA ad replacement system allows small businesses to run powerful and targeted yet affordable TV advertising campaigns within pubs and cafés.

### Market Analysis:

The global digital signage market was valued at USD 16.88 Billion in 2015 and is expected to reach USD 27.34 Billion by 2022, at a CAGR of 6.7% between 2016 and 2022. The base year considered for the study is 2015, and the market size forecast is provided for the period between 2016 and 2022. Despite media reports of declining viewership, traditional television continues to maintain its ability to reach consumers on a mass scale. Likewise, digital out-of-home networks also have mass reach. In fact, many digital out-of-home networks now have greater reach than television, with the added ability to deliver branded messages with greater precision.

### Value proposition:

OMNIA allows small businesses to run powerful and targeted yet affordable advertising campaigns. Businesses can efficiently target the venues that their best potential customers frequent. With low cost access advertising packages starting under TND100/month (\$50/month), nearly every business can afford to reach the local market with OMNIA.

### Business Model:

We select groups of venues (Cafés, pubs, restaurants...etc) frequented by key demographics and we install the system at our own cost then we sell targeted ad space to relevant advertisers. Venues will get a revenue share and some ad space.

### IP and Regulatory situation:

The system is designed to comply with broadcast and copyright laws. We have taken extensive legal opinion to ensure that we are operating this technology in compliance with legal frameworks. The system do not alter, delay or copy the broadcast, it simply automatically change the source that the TVs receive their signal from for the duration of each ad break. It also comply with High-bandwidth Digital Content Protection (HDCP) and does not decrypt the HD content. Several patents are pending in Tunisia then we plan to file them internationally.

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## COMPANY PROFILE

- **Website:**

- **Field:**

- **Contact:**

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- **Location:**

Esprit Incubator Pôle  
technologique El Ghazala,  
Zone Industrielle Chotrana 2  
2083 Ariana  
Tunisia

- **Founded in:** //10/2015

- **Employees:** 5

- **Financial information (€):**

- **Company stage:**

Proof Of Concept

- **Capital raised to date:**

- **Monthly burn rate:**

- **Capital seeking and date:**

30000 January 2017

- **Investors:**