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**REACTRIX NEW RESEARCH STUDY TAKES DIGITAL OOH AUDIENCE MEASUREMENT TO NEW
STATE-OF-THE-INDUSTRY LEVELS**

*The Leading Interactive Out-Of-Home Media Company Reveals New Arbitron Study That Successfully
Quantifies Consumer "Eyes On" Measurements, Consumer Engagement, Consumer Dwell Time and
More*

Redwood City, Calif. - February 11, 2008 - Reactrix Systems, Inc., a leading interactive digital out-of-home media company, today announced it has concluded a study with Arbitron that will take digital out-of-home audience measurement to new levels by successfully utilizing metrics that can accurately quantify how and at what point consumers choose to 'opt in' and engage with their STEPscape Media Network. Unlike the generalized and often unreliable ways in which television, the web and the print industries report and measure media consumption, Reactrix' proprietary study focuses on the 'eyes-on' numbers of consumers, allowing their clients to actually measure how many people put their eyes on an advertising message, what percentage of the audience engaged in that message, what percentage got on the STEPscape interactive display and for how long they did so. These unique metrics, that the Traffic Audit Bureau has claimed is integral to the future of advertising, not only helps brands find new and effective ways to engage consumers in a marketplace fraught by fragmentation but, showcases how Reactrix' ability to tap into real consumer engagement makes it a key part of the media mix of leading brands such as AT&T Xbox, Hilton Hotels, Subway, Mars, RIM, Wachovia, General Mills, ebay, Sony Pictures, Paramount Pictures and Universal Studios.

Commencing in October of 2007 and conducted in two phases, Reactrix' Arbitron study focused on two major consumer recording areas: observational, where an Arbitron employee would make note of consumer behavior from a-far, and one-on-one interviews, where an Arbitron employee would ask consumers why they made certain behavioral choices, making special notes regarding audience engagement, dwell time, visitor metrics and demographics. The results were staggering. Out of the 26 million plus mall based consumers who had an opportunity to see a Reactrix STEPscape display, (a number projected by Arbitron based on Reactrix 186 mall-based locations), 92% of them noticed or had their 'eyes-on' it, 84% stopped to both look at and engaged with it, and 70% actually took the time to



interact with it. These consumer 'opt in' statistics, revealed at a time in the industry when consumers are finding it easier and easier to 'opt out' or avoid ads, not only solidify Reactrix promise to clients as an interactive advertising medium but showcase the benefit brands get by placing ads on the innovative digital media network.

“Digital OOH has often been referred to as the final frontier in media and now with our latest Arbitron study, Reactrix has pushed those boundaries even further,” said Sue Danaher, President of Reactrix Systems Inc. “With over 25 million people putting their ‘eyes on’ our content every four weeks, we now can deliver unprecedented and guaranteed engagement to our clients. Consumers don’t just ‘opt-in’ to our network, they jump in to our media playing, interacting, having fun, and then reacting on the marketing message. This state-of-the-art level of audience measurement coupled with our ability to be both a brand builder and closer at the point-of-sale will fuel our momentum for our STEPscape Media Network for years to come.”

Reactrix’ recent Arbitron study results come on the heels of the company’s recent splash at CES with WAVEscape, a partnership with Samsung that marries Reactrix’ immersive interactive technology with Samsung’s LCD digital signage display technology to create an entirely new form of advertising that compels consumers to engage in an unforgettable ‘hands-on’ experience. This new media platform builds upon the success that Reactrix has delivered top tier clients with STEPscape and has already garnered an early commitment from repeat customer, Hilton Hotels to launch the futuristic advertising platform in select locations in the last half of 2008.

About Reactrix

Reactrix is a leading interactive out-of-home media company. Reactrix creates highly entertaining displays that respond to the physical movements of the audience and was created in response to both the trend of giving the consumer more control over their media experience and the lack of true brand interaction with current media today. The Reactrix STEPscape Media Network delivers more millions of impressions monthly in more than 186 malls and movie theaters in the top 30 DMA’s. Reactrix WAVEscape is the newest product delivering “Wii-like” functionality in a digital signage experience. Reactrix “A-list” advertisers span a diverse range of leading brands including Coca-Cola, Sony Pictures, Subway, Mars, Hilton, AT&T, Wachovia, Universal Studios, Visa, Paramount Pictures, and eBay among many others.