



Life on the web

Advertise your products and services with LifeScience.TV, an expanding network of wireless monitor screens located throughout academic and commercial institutes in the UK and the USA.



the
NETWORK

Pharma - Biotech - Medical Devices - Clinical Diagnostics - Bioprocess

About LifeScience.TV

LifeScience.TV provides a unique information channel broadcast across the UK and USA, through a growing network of Internet enabled 'Research NewsStand™' screens.

Our screens are located in key life science related university departments and research institutes, providing both an informative service for the lab and an unbeatable platform for product and service promotion.

The Benefits

- ▶ A novel and exciting way of receiving information about the latest research products & services
- ▶ Access thousands of life science & chemistry researchers worldwide
- ▶ Reduces the waste associated with unwanted direct mail
- ▶ Provides suppliers with a more efficient way to deliver their marketing message

Location, Location...

Displays are generally located in high traffic areas such as receptions and cafeterias. Content can include images, slides, animation and video.

The screens can include an integral touchscreen which can be used to gather survey data or interact with passers by.



- Target specific universities and institutes
- Brand building through regular exposure
- Choose from hundreds of screens placed worldwide
- A global presence at the touch of a button
- Real-time advertising campaign management
- Clear metrics and relative feedback through tracking
- Interactive media through link to www.LifeScience.TV
- Scientists attracted to screens through Institute notices



LifeScience.TV is the new and innovative way to deliver compelling advertising messages at the press of button in real-time.

LifeScience.TV empowers the advertiser and introduces an entirely new world of possibilities through the use of dynamic adverts, animation and video.

LifeScience.TV delivers your message directly into your customers' workplace



pricing plans per screen

Option 1: Choose 10 screens
GBP30 / USD56 / EUR44 per screen
10 second advert
4 rotations/hour over 2 weeks

Option 2: Choose 25 screens
GBP26 / USD48 / EUR38 per screen
10 second advert
4 rotations/hour over 2 weeks

Option 3: Choose 50 screens
GBP20 / USD37 / EUR29 per screen
10 second advert
4 rotations/hour over 2 weeks

Option 4: Choose 100 screens
GBP15 / USD28 / EUR22 per screen
10 second advert
4 rotations/hour over 2 weeks

Booking Screen Space

To view our list of screen venues and availability please go to : www.LifeScience.TV

To Book your space on our NewsStand public displays please contact us...see rear of brochure.

Content Requirements

Once you have contacted one our our offices we will talk you through the exact requirements for upload of content to our network. We accept most popular formats including flash animations, video, static images - we can even accomodate HTML code so you can provide a dynamic page of your own to display. Our staff can convert pretty much anything into a compatible format.

The minimum time slot is 10 seconds so it's up to you how you want to fill the time. Sometimes just a simple static image displayed for 10 seconds gets the message across and then for other campaigns you may want to design something a little more animated...the choice is yours.

Generally the more animated your content then the more attention you will get from passers by. Please note that we do not currently support sound.

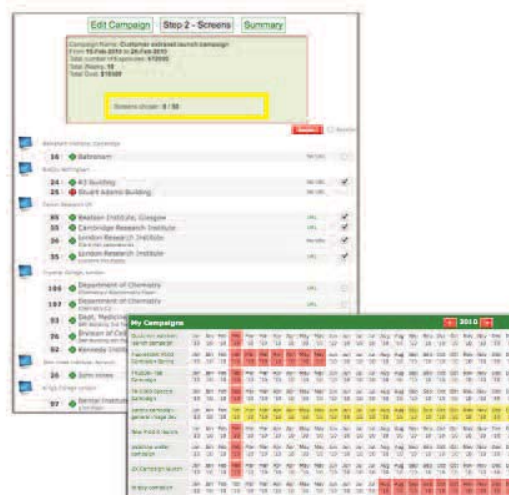
Screen Specifications:

Monitor Type	LCD display
Diagonal Size of screen	18.5"
Max Resolution for advert	1360 x 750
Widescreen Display	Yes

www.LifeScience.TV

Real-time content management

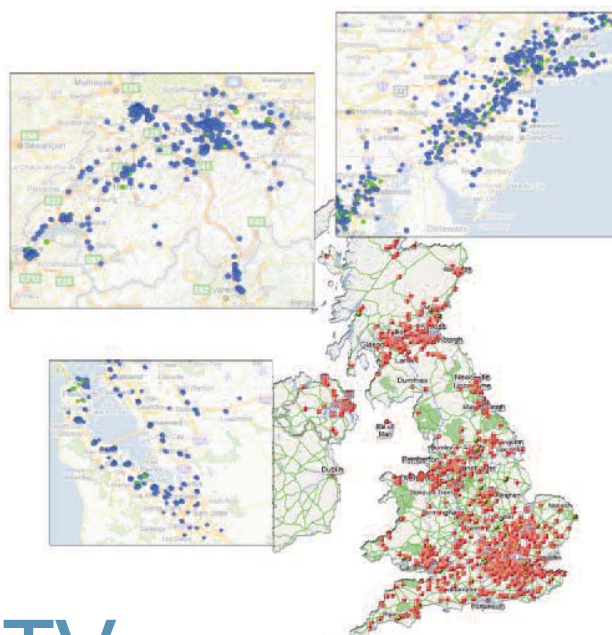
Book space and choose the screens of interest to you by using our user-friendly online booking system. Set up and manage multiple advertising campaigns to meet your objective and budget requirements.



Advertise in Key Locations

Our team is continuously negotiating with our academic partners to expand our internationally focused network throughout the global Life Science community.

In addition to linking suppliers with their customers, the LifeScience.TV network also promotes news, events, academic conferences and meetings, worldwide.



Life Science maps courtesy of www.Labhoo.com

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Lifescience.TV is a service of Labhoo Ltd., developed in collaboration with Ikon Informatix Limited and Labroots Incorporated.

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www.LifeScience.TV

Ask us about our custom services:

Email List Rental : using our mailing server we can provide both a complete mailing service and targeted mailing lists, compiled from our 150,000 opt-in visitor database. Mailings can be targeted by sector, type and location. All mailings include click-through tracking and graphical statistics reports.

Data Provision : we can provide you Labhoo data subsets with complete company contact information in Excel spreadsheet format.

Data Analysis & Metrics : If you are wanting to obtain specific market data such as industry sector turnover, yearly incorporations or country specific data, please contact our statistical analysis team.

Custom Search Engines : Labhoo operates a number of industry-specific search engines and has the capability to transform a static list of web addresses into a fully searchable resource. Ideal for providing a web search of exhibitors, organization members or sponsors.

NewsStand Literature Displays : Support your LifeScience.TV promotion with associated literature display. Contact the Nottingham office for details.

Franchise & Reseller Opportunities!

We are expanding our network of screens to Central Europe and beyond so if you are interested in setting up screens in your region please contact us for further information.

Group websites:

www.Labhoo.com

The World's largest search engine and directory detailing over 25,000 companies in the life sciences and general laboratory markets.

www.LabRoots.com

Social networking utility dedicated to the Science community

www.UKBiosearch.com

The definitive source of company information for UK Bioscience.

www.USBiosearch.com

The definitive source of company information for USA Bioscience.

www.DrugDiscovery.tv

A focused Directory and search engine for the Pharma-Biotech sector.

