

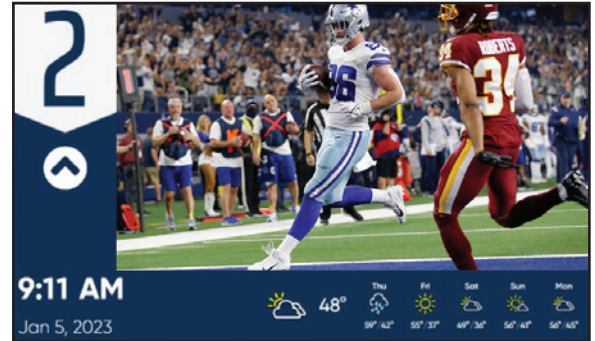
About elev8

Elev8 is a comprehensive elevator infotainment system developed by **Vertical City**. Together with **MAD Elevator** there are over 2,000 screens in service. Available on MAD Matisse devices with no out-of-pocket expenses.



Elev8 engages passengers through interesting content.

- **Fact of the Day + Trivia:** A feed of news and fun facts.
- **Goodable:** Positive, Feel-good stories from across North America.
- **SportsNet:** League sports headlines and updates.
- **US National News Headlines** (in pictures)



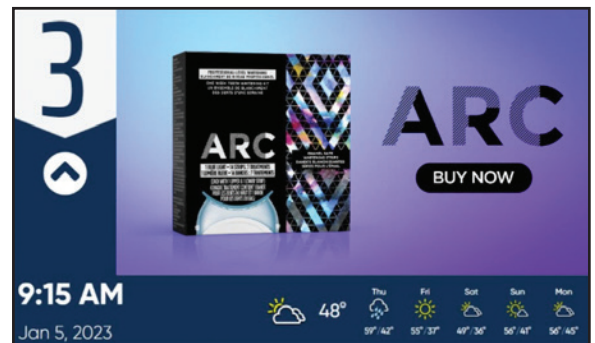
Elev8 empowers property managers to better engage with residents through digital notices.

- Less time spent writing and distributing notices.
- Schedule notices in advance
- Available in English, French, and Spanish
- Happier, more informed building residents and visitors.
- Easy-to-use interface (including mobile)
- Weather widget



How does elev8 ensure a positive elevator experience?

- Ads are selected to reflect the interests of the property type.
- Properties can limit the categories of ads based on their audience (AKA no political or real estate ads)
- Properties have the right to ask for removal of any ads
- Local ad content is seen as another source for local news.
- Advertising is always delivered alongside non-ad content.



Content Split
on digital screen

37.5%

Building
Notices

37.5%

Infotainment
(News, Fun Facts, etc.)

25%

Advertisements
(capped at 50%)

Typical sold to building, and
competitors systems

80%

Advertisements

20%

Notices &
Infotainment

Contact us today to get your passengers engaged.
graphics@madelevator.com | 1 (866) 967-8500 | madelevator.com

