

PALM SPRINGS INTERNATIONAL AIRPORT

MEDIA KIT



*RICH MULTIMEDIA
TECHNOLOGIES*



PALM SPRINGS INTERNATIONAL HIGHLIGHTS

- Located in the Coachella Valley, which is both a vacation paradise and business getaway
- Serves the affluent, desert community of Palm Springs
- Welcomes visitors from over 500 cities worldwide every year, and serves many markets nonstops, including ten major airline hubs
- Daily flights offer non-stop service throughout North America
- 30% of passengers are Canadian
- Palm Springs has over 130 hotels, 118 golf courses, 5 casinos, and hundreds of restaurants and entertainment venues
- Events such as PGA's Bob Hope Desert Classic, the LPGA's Kraft Nabisco Championship, and the Palm Springs International Film Festival draw international crowds

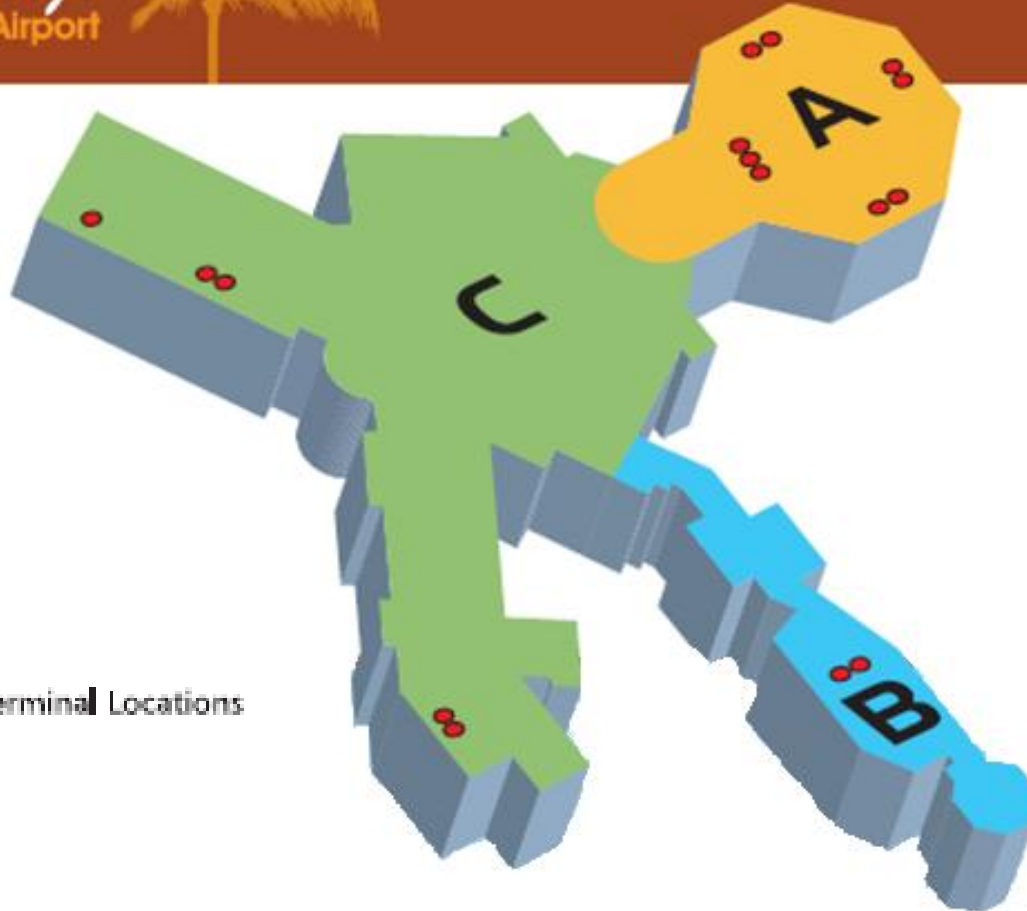


VALUE PROPOSITIONS FOR EVERY RICH MEDIA TELE-DIGITAL STOREFRONTS MEDIA, ENTERTAINMENT AND AD NETWORK

- Free Phone and Re-Charge Zone
- HD static and video content display
- Proximity Marketing (Android & IOS)
- Mobile Ads and Apps
- Mobile Digital Coupons and Gift Cards
- M-Commerce and Mobile Payments
- SMS, QR response and 1-800 call campaigns
- Real Time content management and screen display
- Complete proof of performance and statistical feedback



Palm Springs
International Airport



● RMT Terminal Locations

LOCATION		SCREENS
Terminal	A	14
Terminal	B	2
Terminal	C	4
Total RMT Terminals		20

PASSENGER TRAFFIC	
Daily	5,000
Monthly	150,000
Yearly	1.8 million

The total amount of passengers has risen by 9.3% from 2013 to 2014.

