

CREATIVITY

PRODUCTION

GIS 2.0

Geotargeting Intelligence

MARKETING RESEARCH

STREET FURNITURE  
SOLUTIONS

MOBILITI SOLUTION

## Questions and Answers

### Questions

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### Answers

#### What is G5?

Generation 5 Mathematical Technologies is a consumer-knowledge database provider that can provide analysis down to the postal code level. Main databases: BBM-RTS, Stat Can's Census, Famex, Foodex, Delvinia, Canadian Mosaic.

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#### How does this turn into a geotargeting system?

G5 provides data that can be exported and displayed cartographically. By linking their databases to a mapping software, spatial analysis can be performed by trained and experienced GIS specialists.

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#### What is the mapping software that we use?

Mapinfo. Mapinfo was recently purchased by Pitney Bowes and is the largest GIS software provider in the world.

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#### Who are G5 main competitors?

MapInfo and ESRI... They provide mapping software as well as databases, some of which are similar to G5's.

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#### How is G5 different from its competitors?

Only G5 uses BBM-RTS, which is the most comprehensive consumer database (60k respondents) and only G5 offers consumer knowledge at the postal code level.

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#### What do you mean by in-depth consumer knowledge?

In addition to the basic socio-demographic profile (age, sex, income, etc.), we can draw the consumers' psychographic profile (how the consumer thinks), lifestyle profile (how and where do they spend his time) and consumption profile (what do they buy, where do they shop).

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#### What is the difference between your Geotargeting Intelligence System and your Proximity Solutions?

Proximity Solutions are client tools developed using our Geotargeting Intelligence System.

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#### What is AOOH's Geotargeting Intelligence System based on?

Generation 5. We just renewed an exclusivity agreement with Generation 5 until 2012. We are the only OOH operator with access to G5 databases.

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#### How would you define a Proximity Solution?

It is a tool allowing advertisers to effectively target key consumers where they live, work, shop and play through Out-of-Home advertising with Astral Out-of-Home.

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