

PULSEWORKS

RIDING THE BRAND

MOBILE TOUR SPECIFICATIONS AND CASE STUDIES



Morphis™ Mobile Tour

- 20 Seat Capacity
- 3D Viewing Capability
- 4D Effects Ready
- High Definition Projection
- Proven rugged design
- Advanced styling/ergonomics
- Digital control system for superior motion response



Morphis™ Mobile Tour

Achieves multiple marketing objectives:

- raises brand awareness
- increases public profile
- delivers customers and metrics on effectiveness



PULSEWORKS MOBILE BRANDING PRODUCTS



- ✦ High pass-by appeal
- ✦ 20- or 8-seat capacity
- ✦ Indoor and Outdoor configurations
- ✦ Takes key messages and content to the masses

SPOTLIGHT ON SUCCESS:

Pulseworks' AstraZeneca "Artery Explorer" Tour



NAMED "BEST PR CAMPAIGN 2008"

by the Pharmaceutical Advertising and Marketing Excellence Awards



⚡ Nationwide Satellite Media Tours

⚡ 80 Million Impressions During National Cholesterol Month Alone

⚡ Thousands of 'BRCs' Collected

⚡ Immediate Awareness Tracking

⚡ Mobile Program is the Centerpiece of Radio, TV and Web Campaign



Morphis™

Pulseworks' proposal begins with creating a themed experience utilizing a mobile Morphis simulator. Our themed concepts illustrate the high marketing value and complete visual flexibility of the capsule, tractor and trailer as a canvas to promote any key message. We can then compliment the exterior with stunning presentation and content: a breathtaking first-person ride into any universe, object, or organism.

The Simulator can perform multiple roles:

- **Stand-alone Attraction:** By itself, The Morphis Simulator will be a great success in promoting any organizations goals and key messages. Using the networking and brand significance of our various clients and the technology tie-in of simulation, we believe this platform provides easy access to prime demographic sources such as health fairs, schools, sporting events, and public gatherings amongst many others.
- **Road Show Component:** In conjunction with existing client road show properties/ traveling exhibits, the simulator is invaluable in attracting the attention of passersby, generating lines of interested people, who then exit into the clients' themed exhibit areas at the conclusion of their ride.
- **Moving Billboard:** The Morphis Simulator will attract attention even as it travels to events! As it rolls along the highways and maneuvers through cities, potentially millions of people will be exposed to its dramatic graphics and tactile information. It will turn heads, get noticed by both public and media, and drive people to the clients' websites!

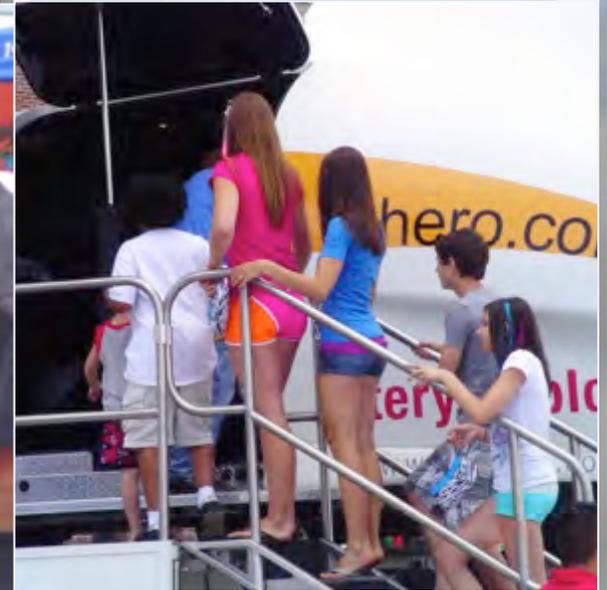
Dramatic graphics create a high visibility attraction in transit or at a public event.



Brand marks and key messages get through to a mass audience.

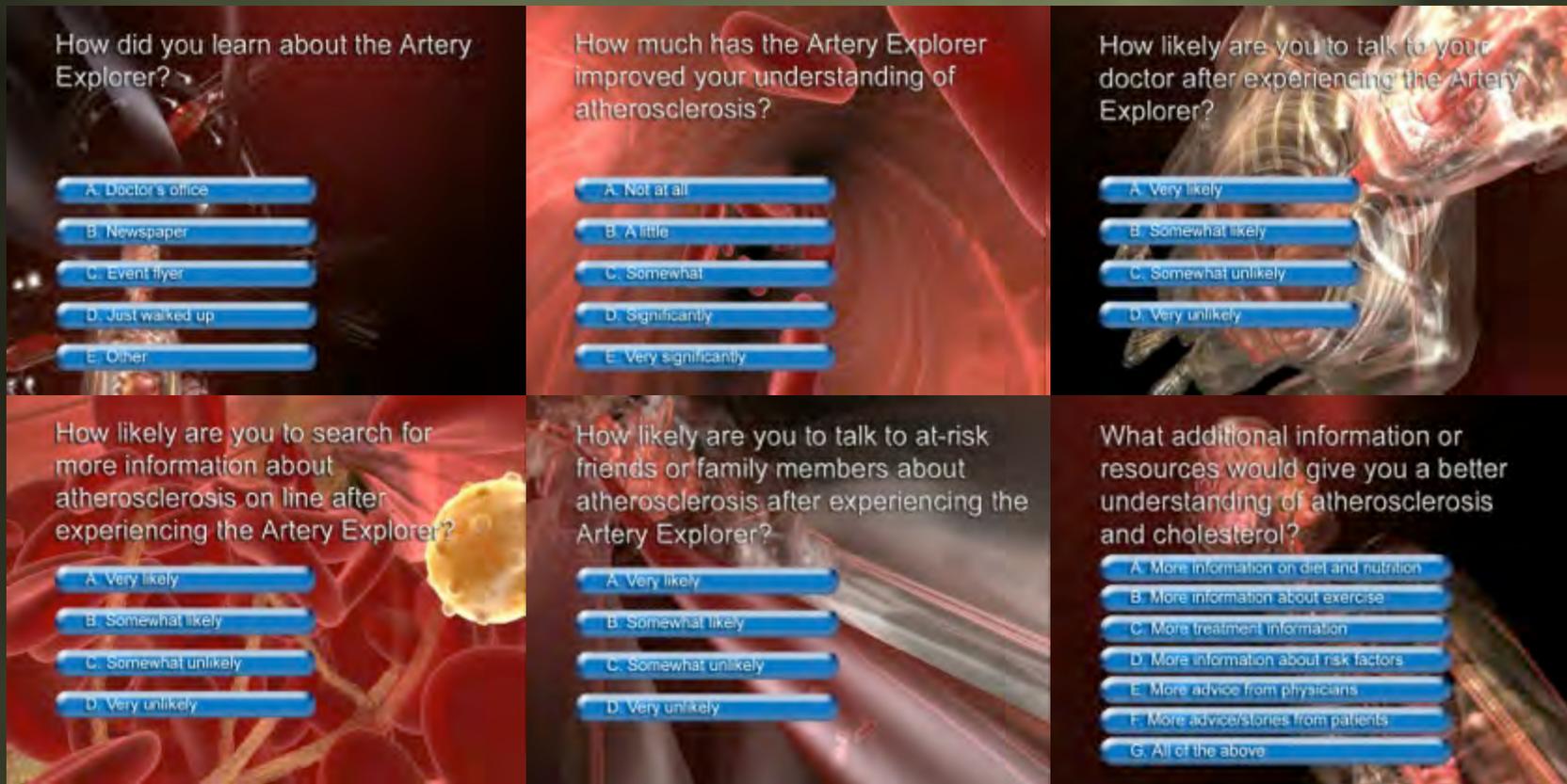


Broad range of appeal to a wide demographic



Survey Connection

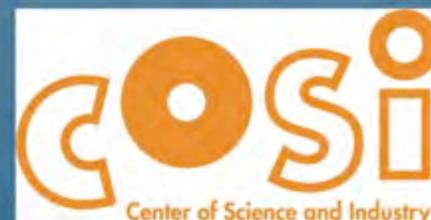
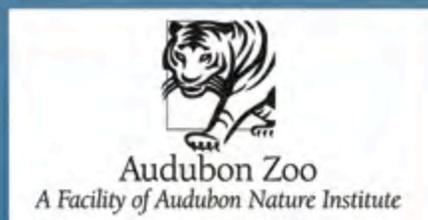
Interactive kiosks can glean important metrics on Tour's success in multiple languages



(6 exit survey screens from a recent mobile tour)

PULSEWORKS

WORLD-CLASS PARTNERSHIPS



Other Major Pulseworks Mobile Tours



Case History: One



Client:

AstraZeneca

Product:

Crestor

Marketing Objective:

- Atherosclerosis awareness campaign in US market
- To achieve rapid reception of recommended action among doctors
- To extend AstraZeneca corporate reputation among youth audiences

Typical Venues:

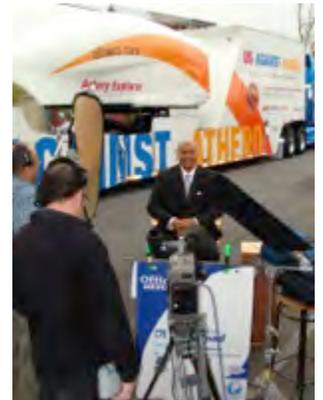
- Cardio-pulmonary conferences
- Health and Food Fairs, Marathons, Sporting and Fitness Events
- Trade and professional pharmaceutical events

Ridefilm Content:

- Client produced computer generated journey through the heart highlighting risk and contributing factors

Results:

- Highly effective with medical and lay audiences
- Achieved tremendous media coverage, including national satellite media tour in 2009 garnering more than 20 live interviews and features in major target markets
- Led to US-based mobile program to help fight atherosclerosis in 2008 and renewed for 2009
- More than 80 million media impressions in one month during National Cholesterol Month
- Named “Best PR Campaign 2008” by the Pharmaceutical Advertising and Marketing Excellence Awards (PhAME)



Case History: Two

Client: The U.S. Air Force
Product: PR and Recruitment



Marketing Objective:

- To assist Air Force in recruiting top level candidates through an interactive, technology rich air show footprint
- To foster pride and respect for men and women serving in all career specialties
- To personalize the recruiting experience and arm recruiters with “best fit” data on candidates

Typical Venues:

- City centers in major assembly locations
- Air shows and aerospace events
- High Schools and Technical Colleges
- Technology shows and events

Ridefilm Content:

- A “Day in the Life” of various Air Force personnel from around the Globe united by a common mission to locate, identify and destroy an enemy target. Utilized 4D effects such as wind and seat vibration to enhance the experience.

Results:

- Major attention focus at air shows and aviation events
- Highly positive media coverage for exciting 4D experience
- Increased the Air Force’s appeal amongst other branches in the competitive airshow marketplace
- Generated more serious and qualified leads for recruiters than previous tours

Case History: Three



Client: U.S. Navy
Product: PR and Recruitment

Marketing Objective:

- Raise awareness of Navy career opportunities
- Generate lead information for recruiters
- Promote “high tech” job fields

Typical Venues:

- Air Shows
- Job Fairs
- Sporting Events



Ridefilm Content:

- Client produced a Navy commercial that was tagged onto a ride with the Blue Angels.

Results:

- Multiple rigs supported more than 200 events per year
- Generated thousands of lead cards for recruiters each year
- Up to 3 mobile rigs used concurrently to canvas the country during peak air show season

Case History: Four

- Client: **SONY PlayStation®**
UK
- Product: **PlayStation Consoles**
- Marketing Objective:
- Motivate new games development for PlayStation
 - Differentiate quality and creativity from competitors
 - Launch new games and support retail promotions
- Typical Venues:
- Consumer electronic and technology shows
 - Pop Concerts
 - Dealer and staff conferences
 - Retail outlets and youth events
- Ridefilm Content:
- Video sequences from PlayStation games played by developers
- Results:
- Seen by estimated 5 million target audience
 - Sponsorship extended two years
 - Constant demand at dealer and show venues
- Duration of Campaign: 2+ years



Case History: Five



Client: Land Rover

Product: Sport Utility Vehicles

Marketing Objective:

- Counter adverse perceptions of off-road performance in major Spanish/Portuguese markets
- Challenge market dominance of Toyota Land Cruiser

Typical Venues:

- World Expo '98 Lisbon
- City Center sites
- Motor shows and motor rallies
- Dealer and retail locations

Ridefilm Content:

- Extreme off road environment driven by Camel Trophy race drivers

Results:

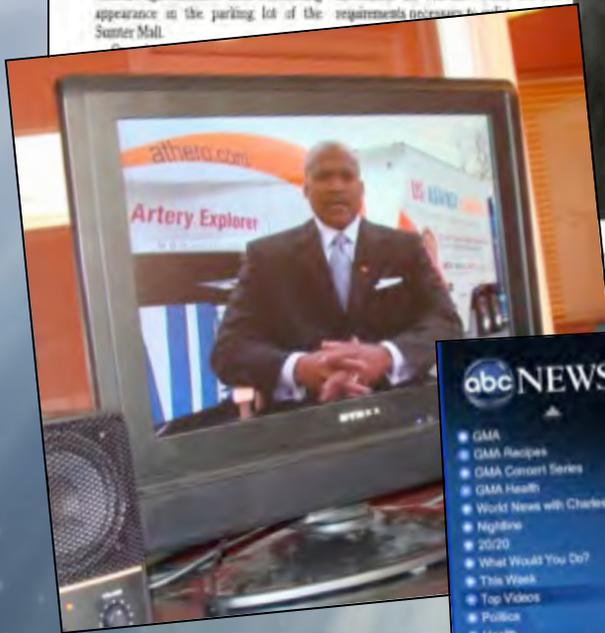
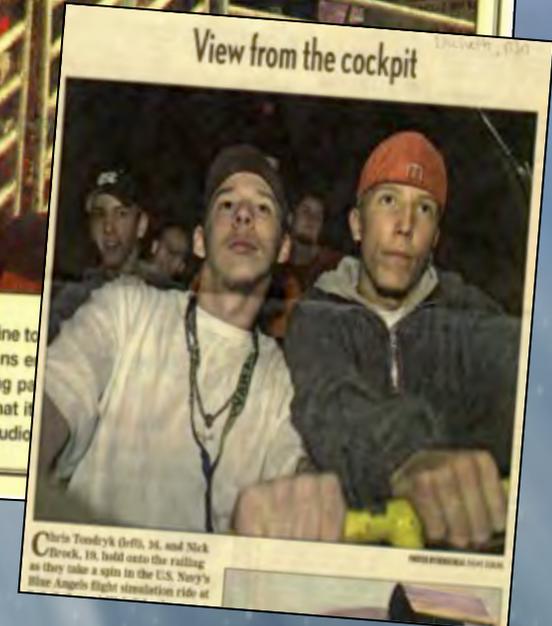
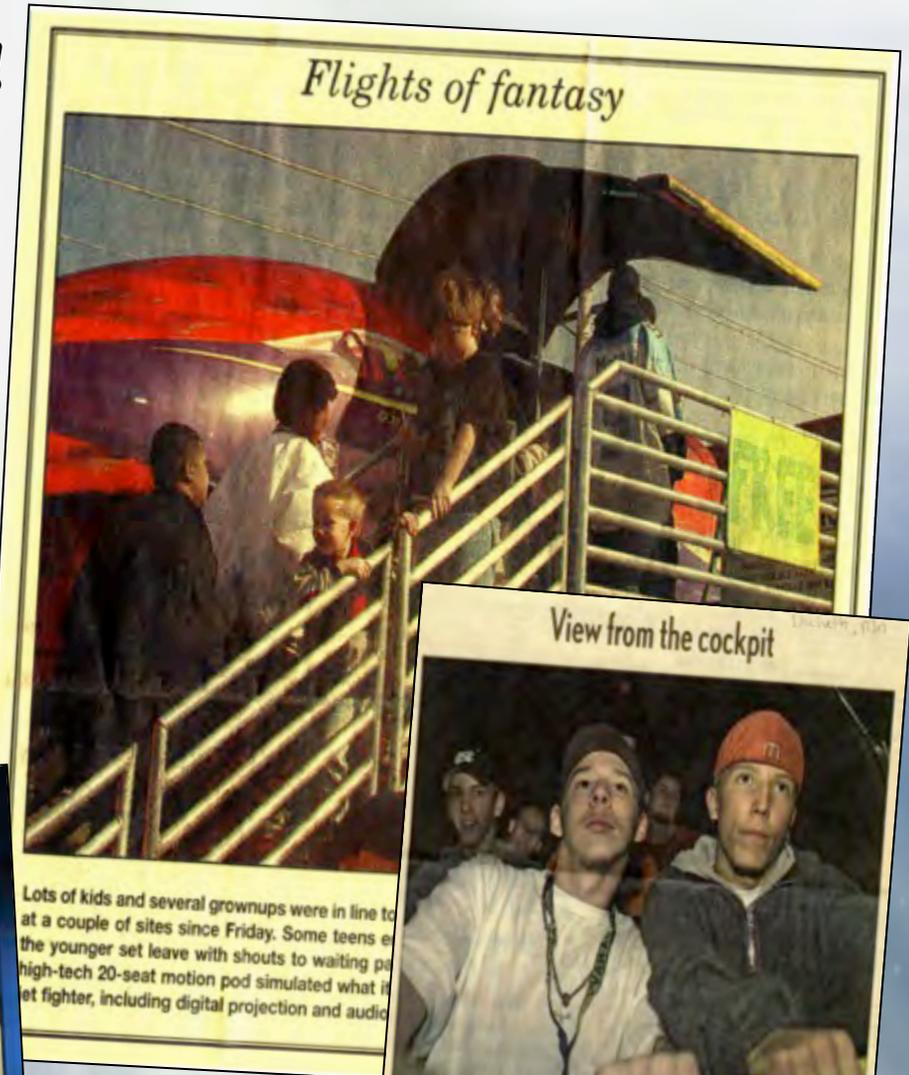
- Land Rover market share increased during period of promotion
- 1 million people rode during Lisbon Expo
- Exit surveys showed improved perception of product

Duration of Campaign:

- 2 years

Success on the Road: Media Draw

Morphis™ generates word-of-mouth!



PULSEWORKS

MOTION THEATER SOLUTION FOR TRADE SHOWS AND CORPORATE BRANDING

- Portable motion base design
- 4- and 8-seat configurations available
- Turnkey installation and operation by Pulseworks
- Successfully deployed to trade shows in many countries including Geneva, Tokyo, Paris, and Abu Dhabi



PULSEWORKS

MOTION THEATERS FOR TRADE SHOWS



PULSEWORKS



Turnkey Packages

From initial design concept to delivery and operations....we work with your creative team to “WOW” your patrons.

- One-Stop Shopping for design, manufacture and service**
- Custom graphics and theming**
- Content Creation and post-production**
- State-of-the-art mobile capsules and interactive simulators**
- Use of the mobile simulators for corporate functions, tradeshow and other marketing events**
- Smartphone App and other technology interfaces**
- Complete and professional operations management**



PULSEWORKS

About Us....

Pulseworks, LLC, is the leading owner/operator of simulation attractions in North America and is based in Atlanta. 2014 marks our 16th anniversary. Let us put our experience to work for you.

**For more information, contact
770-916-1722 or email
cmalone@pulseworks.com**