

ZOOM Information Systems: Driving Digital Advertising in Indiana

By Nicole Wilkins

Heading to the BMV? You'll notice a difference! ZOOM Information Systems is rolling out statewide digital signage inside Indiana BMV branches.

ZOOM's Fort Wayne offices are located at the Northeast Indiana Innovation Center. The company provides affordable digital and interactive based advertising for clients and traveler information and services through their interactive displays, kiosks, and WiFi networks in Texas, Kansas, Iowa, Florida, and Michigan, in addition to the Indiana BMV contract the company was awarded this year. Other recent contract awards include Pennsylvania and Minnesota.

Digital Advertising for a New Age

Digital advertising for consumers in malls, airports, restaurants or retail markets are a new concept taking the country by storm. Indiana is pioneering the effort to provide information to customers waiting at their local BMV.

All digital advertising segments are growing when most other media is shrinking. Digital advertising is expected to reach \$23.5 billion in ad spending in the next five years, according to analyst firm Parks Associates. Digital media will account for 10 percent of overall ad spending in 2010.

The draw behind ZOOM's BMV digital signage system is that ZOOM has created content that people actually want to watch. It's called "BMV-TV" and it provides "edutainment" to waiting customers at the BMV branches. "There is no same-old-mindless-TV here," says Mike Fritsch, President of ZOOM. "All our video and static content is custom-created to provide an educational and entertaining experience. ...and we throw in a few ads in-between."

ZOOM believes that this targeted market will be especially attractive to advertisers that want to reach transportation and related markets. This includes national advertisers. In addition, local businesses that may be in the mail or in close proximity to the BMV branch can reach people

ZOOM Information System's digital advertising screens will soon be located at a BMV near you.



who have the demographics and instant mobility to make a purchase. "It is not just about making an impression, although that is very helpful because digital medium provides advertisers with a good vehicle to make the impression stick. The other aspect of people watching these digital advertisements is that they are thinking about their vehicles or running errands or getting something to eat. Reaching them with a timely message under those circumstances is good business," says Darwin Dahlgren, CEO of ZOOM Information Systems.

ZOOM's large screen monitors will launch in all statewide Indiana BMV's. That's 144 statewide and 20 locations for Northeast Indiana.

"For any business that wants to promote themselves to local residents, or to a state-wide audience of seven million people, the BMV is a great way to accomplish that," says Jerry Ketoff, Director of Sales & Advertising for ZOOM. "In today's changing economic climate, digital advertising appeals to businesses because it is a very cost effective and proven way to get the attention of a very diverse cross-section of Indiana residents."

It's All About Content

So why is this idea so appealing to both sides? It's the content.

"While people tend to watch digital ads as a way of passing time, if the message is

appreciated or adds value to their lives they will want to watch it. The impression that can be made under those circumstances are very appealing to advertisers. This concept is a driving force behind ZOOM's BMV-TV," commented Fritsch. "People are so used to seeing TVs everywhere. If you don't provide knockout content, they may tune it out."

Fritsch also notes that BMV-TV content is focused on Indiana, from all levels including state-wide, regional and local. Organizations from around the state will be a big part of BMV-TV. ZOOM is partnering with many state agencies, as well as regional and local economic development groups, chamber of commerces, tourist organizations, and DMOs to provide interesting Indiana-based content. "We want to give people a view of the state they don't normally see," says Fritsch. In addition, informational BMV content such as safety or on-line services or new laws is provided.

The BMV screens also maintain customers' attention because the names of the next five people in line are displayed. The average wait at the BMV is currently 18 minutes. ZOOM's digital media runs on a 20-30 minute loop so content shouldn't be repeated to waiting consumers.

At the same time, insurance companies, car dealers or even local employers can advertise their business. The ads are purchased on an annual basis at affordable rates, such as \$660 for **See Zoom on page 4**

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a full year of scrolling ads playing in the 20 minute loop. Ads can be changed out at any time to update content or business information. Companies can also track statistics. Want to reach anyone who drives a Chevy? Or anyone over the age of 50? ZOOM has the ability to change looks to run your ad during peak demographic times.

"Digital advertising is dynamic," says Ketoff. "If

you slap up a billboard, it's fixed. With digital advertising there is flexibility, accountability and technology. It is harder to tell with a billboard ad which customer is walking through your door."

Community Support

ZOOM cites the Northeast Indiana Innovation Center as central to their growth in the state. Mike Fritsch, President, heads up the Fort Wayne office which is based out of the NIIC on Stellhorn Road.

"The Northeast Indiana Innovation Center gives shared resources and partnership opportunities for their businesses. It is a good way to help start-ups and small business. Many new businesses fail without adequate resources and the NIIC helps mitigate that"

About ZOOM Information Systems

ZOOM Information Systems develops transportation software and systems solutions for City, County and State governments, DOTs and the traveling public. This includes both on-board and back-end development of Intelligent

Transportation Systems (ITS), Vehicle Connectivity and Automated Vehicle Location Systems (AVL), optical and sensor-Based Infrastructure Data Collection and Analysis Tools and The Next Generation Rest Area technology platform.

While the company boasts many offerings dedicated to transportation and travel the BMV project is the first to hit Indiana statewide from ZOOM. For more information about ZOOM Information Systems contact (260) 407-1776 or visit www.zoominfosystems.com.