

# THE \$EARCH FOR VALUE

## INVESTORS REPORT

1-888-795-3166

Alan Kau

[info@thesearchforvalue.com](mailto:info@thesearchforvalue.com)

125 Avenida Mesita

San Clemente Ca, 92673

FINANCIAL NEWS SERVICE : May 12th 2009

## Metro One

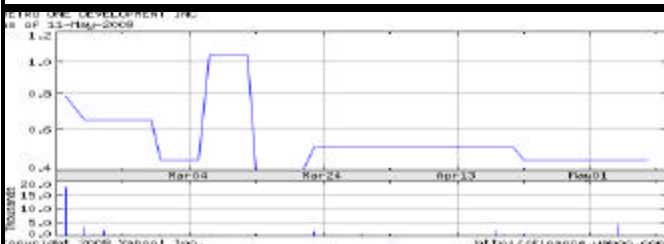
OTCBB: MTRO

[www.metro-one.com](http://www.metro-one.com)

*To build an interactive signage network which can provide Metro One with clear market differentiation. MetroOne sees our future touchless, gesture-based user interface applications as trendsetting and an exciting business opportunity ...*

### COMPANY

OUTSTANDING SHARES: 22,494,058



### MANAGEMENT

Stuart Turk - President and CEO, Chairman of the Board, Secretary and Treasurer  
 Evan Schwartzberg - CFO  
 Ralph Magid - Director

### PROFILE

MetroOne is based in Concord, Ontario, MetroOne maintains a staff of technical, creative, and sales professionals dedicated to serving our clients needs. Offering a virtually limitless range of design possibilities, our detailed activity reports also provide real-time usage accounts, to present a precise view of effectiveness and ROI.

### Technology

The main platform is called StepOne, which combines intuitive human body motion with our interactive surfaces, including interactive walls, interactive tables, interactive windows and interactive floors! The interactivity of multi-users is greater with StepOne than any other interactive medium. The result is a highly effective interactive marketing tool that captivates your target audience in Retail environment, Events or Outdoor media.

### Highlights

- Interactivity
- Passersby detection
- Motion interaction
- Multi users
- Measurability
- Crystal clear ROI
- Usage reports
- Simplicity
- Dozens templates
- Plug and play
- Average interaction greater than 23 seconds



# Metro One

## Revenues

1. New Revenues from
  - a. Rental of display locations,
  - b. Ad display sales, and
  - c. Commissions on sales generated by the interactive digital signage display
2. Enhanced in-mail experience by reducing perceived waiting times using 'FloorSpace for Kids'
3. Other sources of revenue, beyond display advertising include Marketing data can be provided to merchandisers (for example, RFID (radio frequency identification) triggered display, commissions for coupon redemption and other.

### Revenue Flow:

- A minimum of 2 systems will be installed per 500,000 visitors.
- On average each system produces 8,000 dollars per month.
- Every system represents on average 9 advertisers and a maximum of 16.
- Each contract is a minimum of 13 weeks.

## Costs

## Future

- |   |   |
|---|---|
| <ol style="list-style-type: none"><li>1. Administration:<ol style="list-style-type: none"><li>a) Strategic direction and tactical planning</li><li>b) Business Management- Sourcing and contracting with advertisers, location providers, partners, investors, funding providers and suppliers, and</li><li>c) Financial forecasting and reporting.</li></ol></li><li>2. Ad/Content the sale of ads, sponsorships and "airtime"</li><li>3. Network Development includes all hardware, software and installation. Hardware and software includes LCD Projectors, IR Cameras, mounts, audio, connectivity, content management, etc. Installation is required for the complete system in each location. A turnkey system should be considered as it offers numerous economies, ease of acquisition, speed to deployment, lower cost of supply administration and the operation value of having one supplier's "throat to choke".</li><li>4. Operations of the interactive digital signage network include<ol style="list-style-type: none"><li>a) Display layout and playlist management,</li><li>b) Connectivity,</li><li>c) Help Desk - will typically be described as having 3 levels.<ol style="list-style-type: none"><li>1. Telephone assistance.</li><li>2. Remote diagnostics and corrective action.</li><li>3. Corrective action at the display location.</li></ol></li></ol></li></ol> | <ul style="list-style-type: none"><li>• Creative<br/>Interactive advertising will become much more creative as interactive displays become commonplace and the "wow" effect lessens</li><li>• Personalization<br/>Interactive displays will become more personalized, uniquely identifying passers by (using cell phones, Bluetooth devices, RFID tags, etc.)</li><li>• Audience Measurement<br/>As audience measurement systems become more accurate and affordable, leading brands will identify the ROI value of interactive advertising and will systematically incorporate it in their media budgets</li><li>• Interactivity Everywhere<br/>Not only on floors but on walls, tables, and windows</li></ul> |
|---|---|