

Empowered by Innovation

NEC



VUKU.NET

The Engine that Powers the DOOH Industry

Demand attention and achieve customer engagement in a fast-moving market

The choice of how you communicate your messages to an evolving and intelligent audience can be the key to penetration and results.

VUKUNET is an internet-based AdServing platform that connects all DOOH media networks in order to simplify planning, buying and the delivery of an advertising campaign. Developed by NEC it forms part of a market leading suite of digital signage products and services.

VUKUNET TURNS ANY INTERNET CONNECTED SCREEN INTO AN ADVERTISING FACE, WHICH CAN GENERATE INCREMENTAL REVENUE FOR THE SCREEN OWNER

A simple and universal AdServing Platform: VUKUNET is compatible with any content management software. VUKUNET delivers ads directly to your digital-out-of-home network and tracks performance. The network owner maintains complete control over content.

VUKUNET brings sellers and buyers of DOOH media together. With automated processes: network search, campaign planning, media buying, campaign flighting, proof-of-performance reporting, optimizing of campaign on the fly as well as billing, VUKUNET can automate the whole campaign process and reduce the amount of manual labour.

VUKUNET



Are your campaigns finding their audience?

▶ **VUKUNET** makes any internet connected screen a potential advertising face

▶ Unifies the DOOH Environment bringing media buyers and media owners together

▶ Creates accurate and up to the minute proof-of-play reports so media buyers can adjust and improve campaigns

VUKUNET Centrally Managed AD Solution

Before VUKUNET, an advertising spot had to be uploaded and scheduled to each individual screen network manually, making campaign flighting and management time consuming and repetitive.



The VUKUNET solution allows all available screens to be accessed at any one time via an internet connection. Available DOOH AD inventory is accessible by the media buyer in real-time. The whole campaign can be automated and managed across different verticals and territories to better reach the advertiser's target audience via one comprehensive internet based platform.





Access high traffic DOOH
networks, or privately owned
outlets via one system



VUKUNET

Advertise Here



**AD
Playlist**



Getting Started as a Network Operator

- Simply Register at www.vukunet-nec.com
- Download and install the VUKUNET windows-based application to the PCs connected to your displays. The application will communicate with the VUKUNET server and automatically deliver ADs on an agreed schedule. After the delivery of the AD, a proof-of-play report is automatically generated and is accessible via the VUKUNET dashboard.
- Upload information about venues, including location, number of displays, audience demographics, foot traffic, auditing status, industry designation and availability of AD inventory.

**VUKUNET connects available
AD inventory in real-time to
the media buyer**



VUKUNET for Advertisers



- Register at www.advuku-nec.com
- Search real-time for available DOOH networks which best fit your target audience
- Plan and book your campaign with a mouse click
- Upload your advertising spot to the platform and it will be automatically delivered to the selected screens
- Run up to the minute performance reports which helps you to manage, adjust and improve your campaign result



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Playlist

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