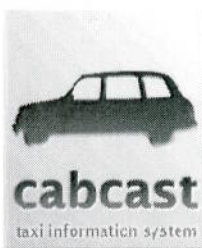


Amaz 3



Home	What does Cabcast do?	Products	Services and Support	Contact Us
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Cabcast Basic	Cabcast BasicPro	Cabcast Advanced
<p>Simple, Affordable, Effective</p> <p>Cabcast Basic : Entry level advertising to suit the cost conscious taxi operator</p>	<p>Adaptable, Open, Worry free</p> <p>Cabcast BasicPro In vehicle advertising with adaptable mobile updating</p>	<p>Effective, Targeted, Specific</p> <p>Cabcast Advanced: Geographically targeted advertising for city-wide operations</p>
from £149	from £199	from £399

Introduction

Thanks for visiting Cabcast. Cab cast is the only taxi information system that has been designed from the word 'go' to enhance the passenger and driver experience in taxis. Click on the menu above to find out more about Cab cast. If you are one of the following, Cabcast can be used to generate a great income stream for you:

Private hire or Hackney carriage operators

Equip your fleet with the latest in taxi technology to differentiate your fleet from the competition. Offer your passengers with local advertising, news, weather, WiFi, video conferencing, and fleet managers can review travelled routes and provide customers with estimated arrival times using our GPS tracking systems.



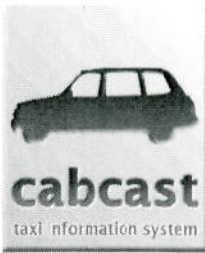
Media Owners

Advertising space will always be hot property. Advertising space that targets *captive, affluent and local* demographics is a local advertiser's dream, which means you can command premium advertising prices. Cabcast makes it easy for media owners - from large, experienced firms to young, entrepreneurial startups - to manage the content on the screens, by USB or 3G internet. Expand your portfolio into the most innovative local advertising platform now.



Owner Drivers

Even if you're an owner driver looking to enhance your passenger experience and equip your vehicle with the most advanced technology, Cabcast has something to make you stand out from the crowd. Running live entertainment from your vehicle, such as local news, weather and more will keep your passengers informed and entertained, or our in-vehicle WiFi option will let your passengers browse the mobile internet on their PDA, mobile phone or laptop for free during their journey.



Home	What does Cabcast do?	Products	Services and Support	Contact Us
	Taxi Advertisements			
	Taxi Entertainment			
	Card Payment			
	More...			

Taxi Advertising

You've just bought your first batch of Cabcast screens. You're probably going to want to make your money back on your investment. *The most lucrative form of return is advertising.*

Advertising in taxis makes good business sense; fleet operators can generate a whole new business from the assets they already own, media owners can extend their portfolio, and a local business can be the first to own a network of digital advertising screens in vehicles in their local area.

Advertise Directly to Untapped Demographics

Taxi passengers are a valuable bunch. They're *captive, affluent and local* - three words that mean they're likely to have money to spend at local attractions. Advertising directly to this rare niche is a very appealing prospect for local business, particularly theatres, restaurants, bars, clubs, cinemas, high street retailers and more.

Cabcast reaches markets no other advertising platform can, in a much more innovative and interesting way.



Hassle-free Updating

Updating your advertising content is a breeze with Cabcast, but most importantly it keeps your costs of maintenance down. There are two main Cabcast offerings: Cabcast Basic is straightforward and very low-cost; your advertising content is loaded onto USB memory sticks and plug straight into the Cabcast display unit. Cabcast Advanced uses wireless internet technologies and some very clever software to let you control your advertiser's content from anywhere in the world.



Static Image and Full Video Advertisements

Offer your advertisers either static image or full video adverts (a great opportunity to call a premium price). Either way, all Cabcast products support image and video formats with no extra cost to you.

To the passengers of taxis, being able to watch full video content will keep them more alert and captivated, so they'll pay more attention to your advertiser's messages.

