

IN 2019, VITRINEMEDIA GOES FROM STOREFRONTS TO MEDIA



01

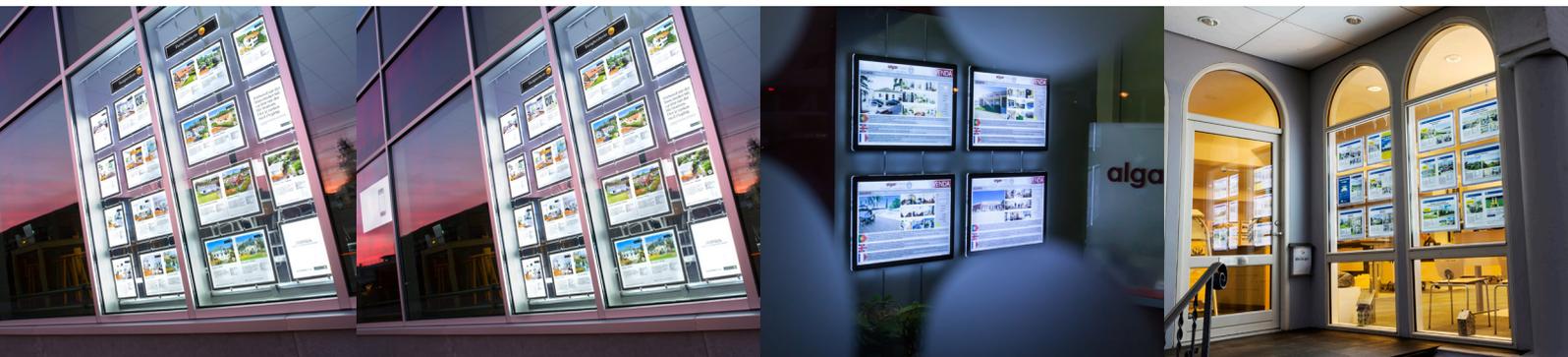
IN THE BEGINNING, THERE WAS LIGHT

When Thibault Guillaume and Benjamin Champagne created VitrineMedia in 2007, they only had one idea in mind: increase the attractiveness of real estate agencies in a fiercely competitive market.

THEIR IDEA?

**To revolutionize storefronts through light,
by equipping them with innovative LED displays.
Storefront communication
will never be the same again!**

10 years later, the world has become digital, customer experience is a focal point. VitrineMedia is growing and structuring itself to support real estate professionals and all retailers - dealers, restaurants, brands, and distributors - in the enhancement of their image, in storefronts and in-store.



Today, VitrineMedia is a complete hardware + software + content ecosystem for remarkable brands

Innovative hardware, different formats, (LED displays, Large format LCDs, Light & Play displays,...)

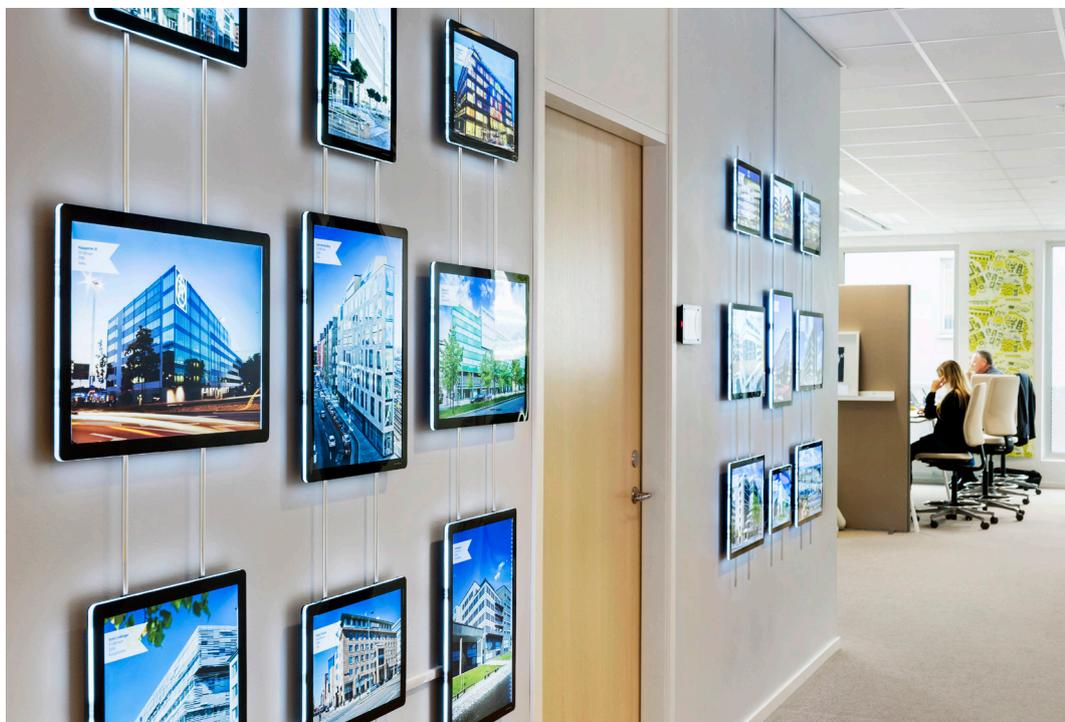
- + **Software, and digital solutions**, to get the most out of the potential of each solution (VM Live interface...)
- + **A content agency**, VM Factory, devoted to conceiving and carrying out client statements.

02

35 COUNTRIES, MORE REMARKABLE BRANDS EVERYDAY

From the first LED poster-holder to the development of “smart retail” solutions, time has passed, space has opened up, globalization has seen the same issues repeat themselves everywhere in the world.

*How can traffic be increased in points of sale?
How to develop relationships with consumers, catch their attention and make them want to come back?*



Act local, play global

From its headquarters in Boulogne-Billancourt, and with its R&D and logistics teams in Senlis and Montpellier, VitrineMedia works as closely as possible to its French customers.

Through its 5 subsidiaries and 30 international partners, the company aims to distribute its best-practices to the 4 corners of the world, adapting to each market's specificities and devising targeted solutions for thousands of brands.

03

LOOKING AHEAD TO MAKE VISIBLE

The spirit of quality and anticipation is at the heart of the VitrineMedia project, which aims to provide its customers with the same quality requirement levels.

THE SOLUTION ? Controlling the entire value creation chain, around 4 innovation poles.

REMARKABLE LIVE

HARD performance

Large format display ranges (Reverso, Ultralight, Outdoor...). The VM Light&Play, Plug&Play LCD screens that can be integrated into LED display compositions, in storefronts as well as on walls.

SOFT is beautiful

With VM Live, the simple and intuitive platform: a solution 100% designed and developed in France to import, set up, remotely control and distribute all content.

Everyone is CONTENT

Graphic design, web design, signage, stands, print, videos, motion design... for an offer that gives meaning thanks to the VM Studio.

REMARKABLE IMAGE

From A4 to A0, via banners or special formats, the ultra-high brightness LED panels and displays attract customers to each point of sale and enhance storefronts and indoors spaces.

Their secret product benefit? Combined with the BackLight paper developed by VitrineMedia, they make images shine from the inside for truly breathtaking results. BackLight is a reflective technology, compatible with all inkjet and laser printers.

REMARKABLE EXPERIENCE

A range of LED and LCD displays and panels specially designed for the needs of retail and events, dealerships and workspaces on standard, mobile and modular formats.

REMARKABLE CONTENT

Because form without substance is nothing more than a casing, VitrineMedia launched the VM Studio in 2019. Its mission is to create, design and carry out every client's communication needs. A genuine, integrated, Fab'Lab at the service of its customers.

OUR MANIFESTO

FROM LIGHT TO SMART

Always innovating because life is movement and the intensification of flows is our raison d'être.

Looking ahead so that our customers are seen, by evolving from being pioneering LED display specialists to full player creators of connected hardware + software + content solutions.

Imagining tomorrow and filing patents that benefit the trade, with our engineers from the Research & Development division and the VM Lab.

MADE IN VM

Controlling the entire value chain, from the production of LED and LCD displays to the creation of content to guarantee the same quality of products and services:

quite simply, premium.

Providing our customers with our best practices throughout the world, by aggregating expertise within an independent French group.

#AskVMformore

Building trust, thanks to the know-how and interpersonal skills of our dedicated sales representatives, present before, during and after the installation of equipment and systems.

Always going the extra mile: advice, simulation, technical support, training, maintenance, customer support, hotline... Because quality of the experience also counts for B2B!

MAKE EYES SHINE

Highlighting the brand's offer and image, bringing it to life starting from the storefront and in-store to make it remarkable and desirable.

The figures today speak for themselves: more than 90% overall customer satisfaction and on average +30% attendance in sales points!



04

ROLL ON TOMORROW

Expert teams at the service of innovation, in order to create remarkable solutions for business, enthusiastically everyday.



VI | LAB

The prospective team, a laboratory for trends to identify today the needs that tomorrow's products will meet.



VI | FACTORY

The innovation and prototyping workshop to create products, solutions and the VitrineMedia experience.



VI | MANUFACTURING

A team of engineers dedicated to R&D, Production & Quality based in the heart of the VitrineMedia factory in Xinxu (China).



VI | SERVICES

Logistics centers, installers and customer service for a seamless experience.



VI | STUDIO

The team of designers and creatives, creators of remarkable content: photographers, producers, editors, motion designers...

05

INTERNATIONAL LEADER

A French group present all over the world, in order to be closer to the needs of every client and every market.



6 SUBSIDIARIES
worldwide



18M €
of revenue in 2018



300
collaborators



1 000 STORES
equipped every month



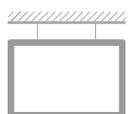
50 000 INTERNATIONAL CLIENTS
(including 10 000 in France)



50% PENETRATION RATE
in all European countries where VITRINEMEDIA is operating



MORE THAN 500 MEMBERS
in the VITRINEMEDIA community



MORE THAN 2M LED DISPLAYS
sold worldwide



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