



## Dicon develops innovative advertising solution for airports

Dicon, a technology provider, has developed an innovative advertising medium, with the objective to widen the potential of intelligent and high-attentive advertising spaces, using airport conveyor belts.

Dicon utilises airport conveyor belts as a new advertising medium by covering the slats of the conveyor with specially-designed and treated advertisement foil. This foil is fixed on the slats by a special process. The resistant surface of the foil prevents damage of the advertisement by the luggage and assures proper function of the revolving conveyor belts.

Commenting on the innovation, Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDcaux SA, Paris, France, said, "The costs of security at airports have increased extremely. Airports are now looking for new sources to compensate the immensely increased costs of security. Dicon

offers, with its new, innovative and internationally-patented technology, a new high revenue generating source."

Elaborating on functions of the product, Markus Ott, Chief Operating Officer, Dicon, said, "Due to this technology, Dicon is able to use the existing conveyor belts as a moving eye-catching target with an extremely high percentage of recognition. The spreading loss of this intensive advertising on the conveyor belts is extremely low. Passengers, on an average, have to wait a couple of minutes until the baggage is delivered, and are staring, most of the time, at the belt."

According to a research conducted at the International Airport in Munich (MUC), 98 per cent of all travellers noticed the advertising on the belt, 97 per cent of all passengers at the claim found the advertising interesting and 59 per cent of travellers are high potential business travellers.

"Alternative products to our dialog conveyor belts do not really exist. Former similar products had a problem with the joint edge. After a couple of days, the foil had an ugly and dirty surface because of the scratches and at the joint either the foil did not exist or was riven. Advertising suitcases on the belt are also somehow eye-catching but they are blocking the belt for the 'real' baggage. The Dicon advertising foil does not disturb the punctual delivery of passenger's luggage on the operating belt and it does not need to be replaced or removed from the belt," added Marcus. The treatment of Dicon's high-resistant foil, specially-designed in collaboration with an international firm, is manufactured in Germany. The conditioning of the conveyor belt slats will also be done in Germany.

The target group of Dicon, for this internationally-patented technology, is all airport operators

as well as media planners. Airports are highly benefited, as Dicon commercialises existing conveyor belts, covering all risks, and airports do not have to make any investment. With the Dicon solution, airports can generate high revenues, maintain a clean look, and deal with the patent-holder directly. The rise in air travel is expected to increase airport advertising value, four to five times higher, in the near future.

Dicon has offices in Dubai, UAE, and Zurich, Switzerland, and plans to open two more in New York, US, and Singapore. The current client list of Dicon includes the international airports at Duesseldorf, Cologne/ Bonn, Leipzig/Halle, Prag, Palma de Mallorca and Berlin.

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