

**LAZ**

WELCOME TO  
TRUMBULL ON THE PARK

**PARKING RATES**

1st 30 min	\$2.00
.5 hrs to 1 hr	\$4.00
1 hr to 1.5 hr	\$6.00

LOST TICKET  
FLAT RATE \$30.00

SINCE 1860  
OPENING  
DOORS  
FOR KIDS  
THAT NEED  
US MOST.

80CHARTFORD.ORG



# Digital Dynamic Rate Board (DDRB) Deck

DRIVE SAFELY

Hartford Health



# Who We Are

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**A LOT MEDIA** is built around unlocking new potential and creating new value. Where before people saw nothing but cement walls and parking spaces, we see blank canvases.

We focus on three areas to add value to parking facilities.

Digital Dynamic Rate Boards (DDRBs)

Digital & Static Advertising

Digital Messaging/Information Boards



**100%**  
**vertically**  
**integrated**

Digital Signage Manufacturing\*

Large-Format Printing\*

In-House Ad Sales Team

Custom-Built Content Management System\*

In-House Software Development Team

\*Provided by our sister companies, **Metroclick** and **Faytech**.

**A LOT**  
**MEDIA**

1.860.716.9084

TEAM@ALOTMEDIA.COM

ALOTMEDIA.COM

# The Digital Dynamic Rate Board™

## Bringing Garages Into the 21<sup>st</sup> Century

### Make a Better First Impression

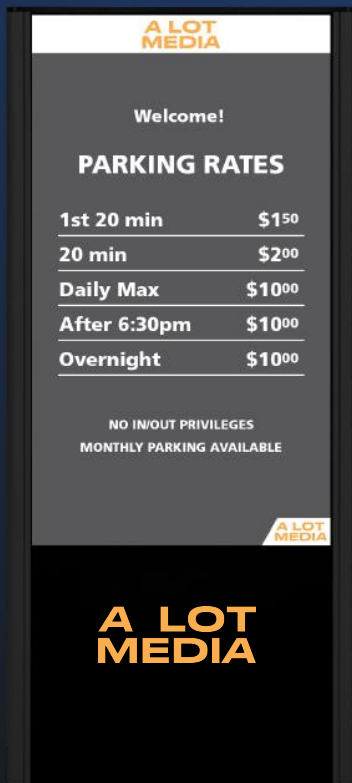
- Rather than the old, hard to read, worn out, plastic signs that have to be changed manually, welcome your customers with rates on our high-bright, weatherproof boards.

### Change Rates in Real Time

- By integrating with your current equipment vendor, your rates can be changed in real time, across multiple locations, right from your mobile device.

### Generate Extra Revenue

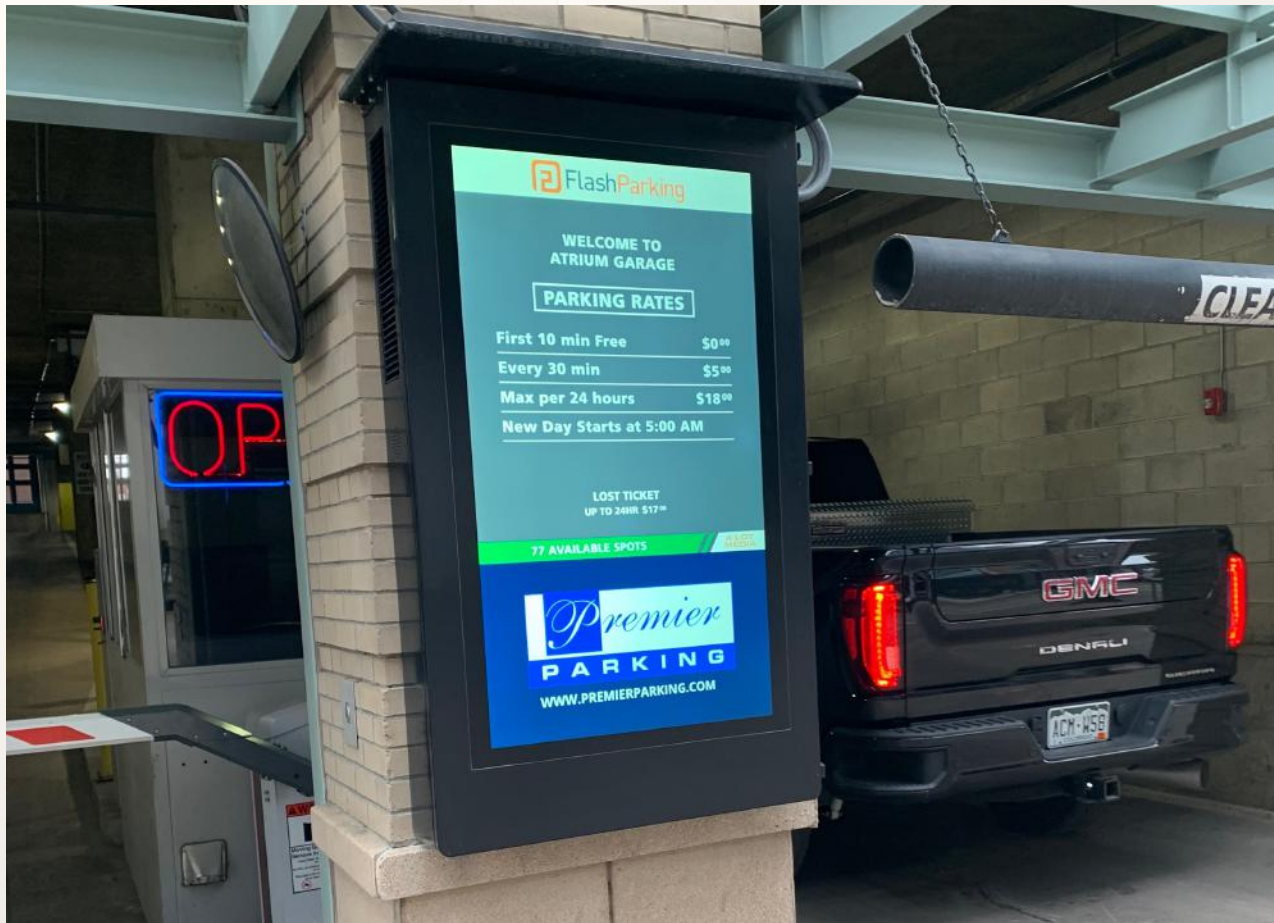
- Not only does dynamic pricing help you maximize revenue from your current parkers, but our screens can also display advertising, creating a new revenue stream for your location.



# Digital Signage

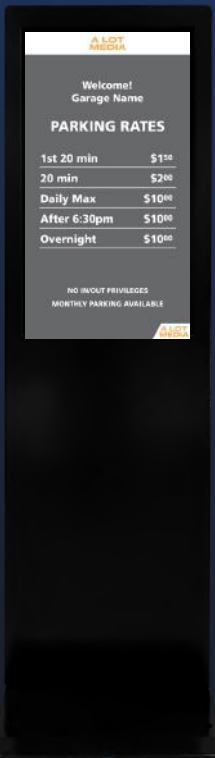
## Key Features & Benefits:

- Full-motion video & audio capable displays
- Integrations with Flash & LAZ
- Space count available w/ Flash integration
- Messaging portion can be custom time/ slot length
- JPEG, PDF, and MP4 files accepted
- Unlimited creative updates



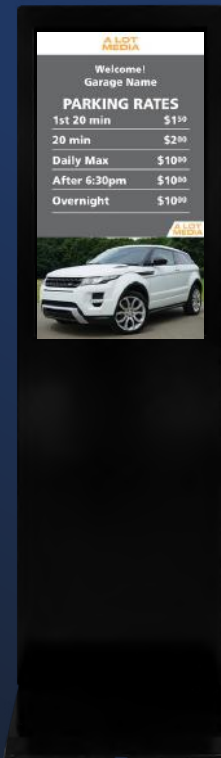
# Configurations

## Option 1: DDRB



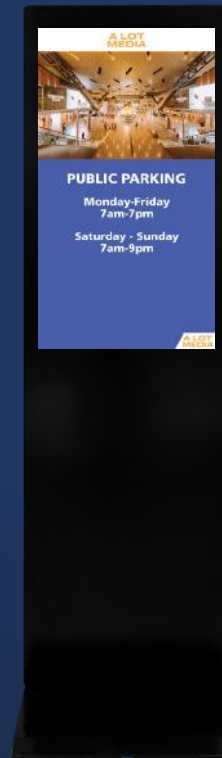
- Integrated with LAZ & Flash parking rate portals.
- Rates update automatically.

## Option 2: DDRB + Messaging



- Integrated with LAZ & Flash parking rate portals.
- Rates update automatically with provided area for advertising and messaging.

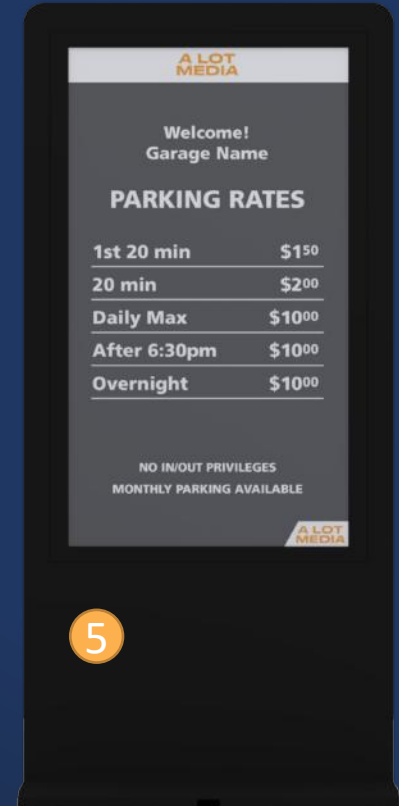
## Option 3: Image Based



- Non-integrated.
- Static 1080x1920 pixel image deployed.
- Information changes when a new image is updated through internal CMS.

# Additional Customizations

1. Background Color
2. Top Bar (Custom or Default)
3. Garage Name
  - Flash: Client Provided
  - LAZ: Automated
4. Font Color
5. Custom Viny Wrap (Additional Fee)





# SaaS Tiers

	Basic \$40/Mo per unit	Standard \$55/Mo per unit	Pro \$75/Mo per unit	Enterprise (Custom)
Software Updates	Enabled	Enabled	Enabled	Enabled
Remote Management	Enabled	Enabled	Enabled	Enabled
Content & Device Management System (Device Hub)	Enabled	Enabled	Enabled	Enabled
Security & Multi Factor Authentication	Enabled	Enabled	Enabled	Enabled
Active Network Monitoring	None	None	Enabled	Enabled
Asset Creation & Management Services	None	Once upon initial set up	On a quarterly basis	On an ongoing basis
Device Hub Logins	1	2	4	5+
Customer Support Response Time	Within 2 business days	Within 1 business day	Within 4 business hours	Within 4 business hours
Warranty	12-month warranty	12-month warranty	12-month warranty	Extended warranty



# SaaS Tier- Basic

\$40/Mo per unit	
<b>Software Updates</b>	Routine software updates to ensure the continued use of: Remote Management System, Content Management System, DeviceHub, Applications, API Integration(s)
<b>Remote Management</b>	Ability for ALM Support Team to remotely log into device(s) to push updates, manage content, and resolve issues without having to dispatch technicians.
<b>Content &amp; Device Management System (Device Hub)</b>	Portal access allowing users to manage, upload, organize, schedule, and trigger content. Create and edit playlists. Name, edit, reboot, screenshot, refresh, relaunch device(s).
<b>Security &amp; Multi Factor Authentication</b>	DeviceHub and Sever Security. Server / Back-End Performance and Multi Factor Authentication login
<b>Active Network Monitoring</b>	None
<b>Asset Creation &amp; Management Services</b>	None
<b>Device Hub Logins</b>	(1) User Login
<b>Customer Support Response Time</b>	Guaranteed response within 2 business days
<b>Warranty</b>	Standard 12-month warranty from date of delivery

# SaaS Tier- Standard

\$55/Mo per unit	
<b>Software Updates</b>	Routine software updates to ensure the continued use of: Remote Management System, Content Management System, DeviceHub, Applications, API Integration(s)
<b>Remote Management</b>	Ability for ALM Support Team to remotely log into device(s) to push updates, manage content, and resolve issues without having to dispatch technicians.
<b>Content &amp; Device Management System (Device Hub)</b>	Portal access allowing users to manage, upload, organize, schedule, and trigger content. Create and edit playlists. Name, edit, reboot, screenshot, refresh, relaunch device(s).
<b>Security &amp; Multi Factor Authentication</b>	DeviceHub and Sever Security. Server / Back-End Performance and Multi Factor Authentication login
<b>Active Network Monitoring</b>	None
<b>Asset Creation &amp; Management Services</b>	ALM to create, upload, save, schedule, and organize media assets upon initial set up
<b>Device Hub Logins</b>	(2) User Logins
<b>Customer Support Response Time</b>	Guaranteed response within 1 business day
<b>Warranty</b>	Standard 12-month warranty from date of delivery

# SaaS Tier- Pro

\$75/Mo per unit	
<b>Software Updates</b>	Routine software updates to ensure the continued use of: Remote Management System, Content Management System, DeviceHub, Applications, API Integration(s)
<b>Remote Management</b>	Ability for ALM Support Team to remotely log into device(s) to push updates, manage content, and resolve issues without having to dispatch technicians.
<b>Content &amp; Device Management System (Device Hub)</b>	Portal access allowing users to manage, upload, organize, schedule, and trigger content. Create and edit playlists. Name, edit, reboot, screenshot, refresh, relaunch device(s).
<b>Security &amp; Multi Factor Authentication</b>	DeviceHub and Sever Security. Server / Back-End Performance and Multi Factor Authentication login
<b>Active Network Monitoring</b>	Proactive network monitoring for issues and taking necessary steps to resolve. Taking screenshots on a scheduled basis
<b>Asset Creation &amp; Management Services</b>	ALM to create, upload, save, schedule, and organize media assets on a quarterly basis
<b>Device Hub Logins</b>	(4) User Logins
<b>Customer Support Response Time</b>	Guaranteed response within 4 business hours
<b>Warranty</b>	Standard 12-month warranty from date of delivery

# SaaS Tier- Enterprise

Custom	
<b>Software Updates</b>	Routine software updates to ensure the continued use of: Remote Management System, Content Management System, DeviceHub, Applications, API Integration(s)
<b>Remote Management</b>	Ability for ALM Support Team to remotely log into device(s) to push updates, manage content, and resolve issues without having to dispatch technicians.
<b>Content &amp; Device Management System (Device Hub)</b>	Portal access allowing users to manage, upload, organize, schedule, and trigger content. Create and edit playlists. Name, edit, reboot, screenshot, refresh, relaunch device(s).
<b>Security &amp; Multi Factor Authentication</b>	DeviceHub and Sever Security. Server / Back-End Performance and Multi Factor Authentication login
<b>Active Network Monitoring</b>	Proactive network monitoring for issues and taking necessary steps to resolve. Taking screenshots on a scheduled basis
<b>Asset Creation &amp; Management Services</b>	ALM to create, upload, save, schedule, and organize media assets on an ongoing basis
<b>Device Hub Logins</b>	(5)+ User Logins
<b>Customer Support Response Time</b>	Guaranteed response within 4 business hours
<b>Warranty</b>	Extended warranty or Insurance Plan



# 16" FLASH Topper Unit



Price: **\$2,699.00 + Shipping & Install**

Dimensions:

- Screen diagonal: 15.6"
- Housing Size (L x W x H): 22.5" x 2.5" x 72"

Specs:

- This is a Semi- Outdoor unit, meant for partially covered outdoor areas not fully exposed to direct sunlight or heavy rainfall.
- It can handle water, heat, and various weather conditions, but is not best to live in the most extreme environments.

# 32" Kiosk- Semi Outdoor



Price: **\$4,999.00 + Shipping & Install**

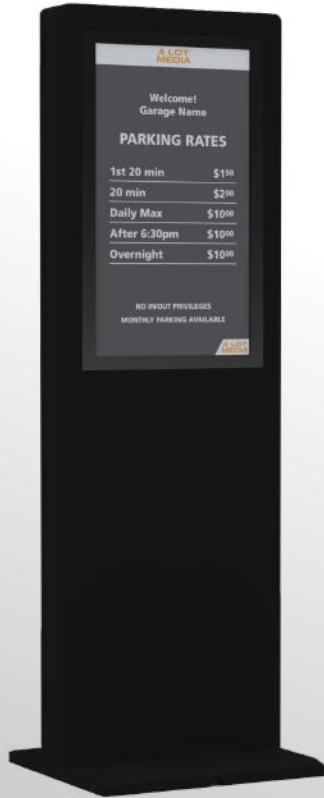
Dimensions:

- Screen diagonal: 31.5"
- Housing Size (L x W x H): 22.5" x 2.5" x 72"

Specs:

- This is a Semi- Outdoor unit, meant for partially covered outdoor areas not fully exposed to direct sunlight or heavy rainfall.
- It can handle water, heat, and various weather conditions, but is not best to live in the most extreme environments.

# 32" Kiosk- Full Outdoor



Price: **\$6,999.00 + Shipping & Install**

Dimensions:

- Screen diagonal: 31.5"
- Housing Size (L x W x H): 22.5" x 2.5" x 72"

Specs:

- This is a Full-Outdoor unit built to withstand up to 2 hours of peak day direct sunlight and extreme weather conditions.
- This is the perfect solution for uncovered surface lot signage.
- This unit can also run off a rechargeable battery.
- Annual maintenance and internal cooling system filter change recommended.

# 43" A-Frame- Semi Outdoor



Price: **\$4,500.00 + Shipping & Install**

Dimensions:

- Screen diagonal: 43"
- Housing Size (L x W x H): 24.5" x 19.6" x 56.5"

Specs:

- This is a Semi- Outdoor unit, meant for partially covered outdoor areas not fully exposed to direct sunlight or heavy rainfall.
- It can handle water, heat, and various weather conditions, but is not best to live in the most extreme environments.
- This unit can also run off a rechargeable battery.



# 43" A-Frame- Full Outdoor



Price: **\$6,999.00 + Shipping & Install**

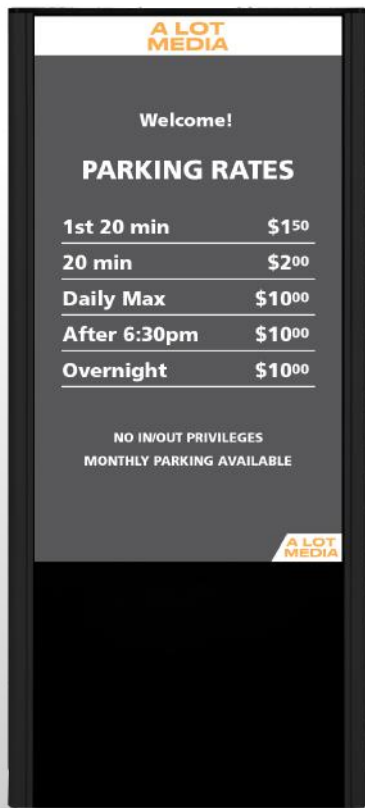
Dimensions:

- Screen diagonal: 43"
- Housing Size (L x W x H): 24.5" x 19.6" x 56.5"

Specs:

- This is a Full-Outdoor unit built to withstand up to 2 hours of peak day direct sunlight and extreme weather conditions.
- This is the perfect solution for uncovered surface lot signage.
- This unit can also run off a rechargeable battery.
- Annual maintenance and internal cooling system filter change recommended.

# 55" Kiosk- Semi Outdoor



Price: **\$7,999.00 + Shipping & Install**

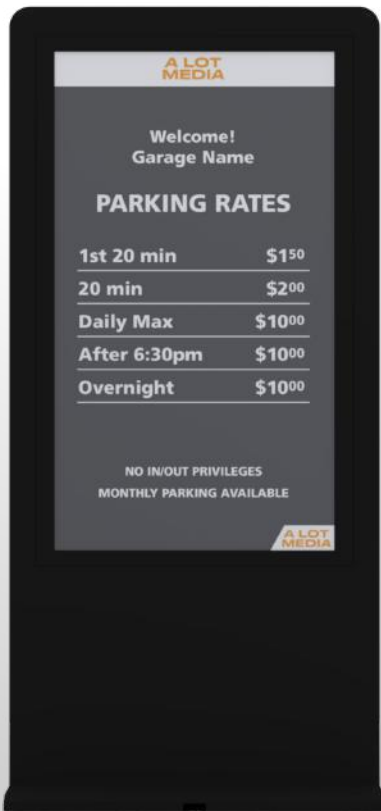
Dimensions:

- Screen diagonal: 55"
- Housing Size (L x W x H): 34.5" x 13.75" x 75.5"

Specs:

- This is a Semi- Outdoor unit, meant for partially covered outdoor areas not fully exposed to direct sunlight or heavy rainfall.
- It can handle water, heat, and various weather conditions, but is not best to live in the most extreme environments.

# 55" Kiosk- Full Outdoor



Price: **\$9,999.00 + Shipping & Install**

Dimensions:

- Screen diagonal: 55"
- Housing Size (L x W x H): 34.5" x 13.75" x 75.5"

Specs:

- This is a Full-Outdoor unit built to withstand up to 2 hours of peak day direct sunlight and extreme weather conditions.
- This is the perfect solution for uncovered surface lot signage.
- Annual maintenance and internal cooling system filter change recommended.

# 43" Wall Mount- Semi Outdoor



Price: **\$5,999.00 + Shipping & Install**

Dimensions:

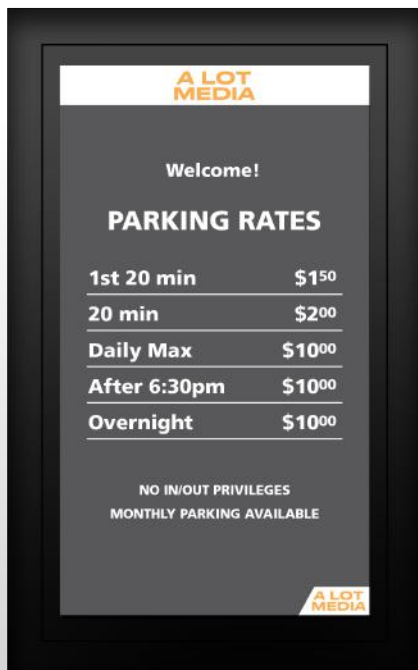
- Screen diagonal: 43"

Specs:

- This is a Semi- Outdoor unit, meant for partially covered outdoor areas not fully exposed to direct sunlight or heavy rainfall.
- It can handle water, heat, and various weather conditions, but is not best to live in the most extreme environments.



# 55" Wall Mount- Semi Outdoor



Price: **\$7,250.00 + Shipping & Install**

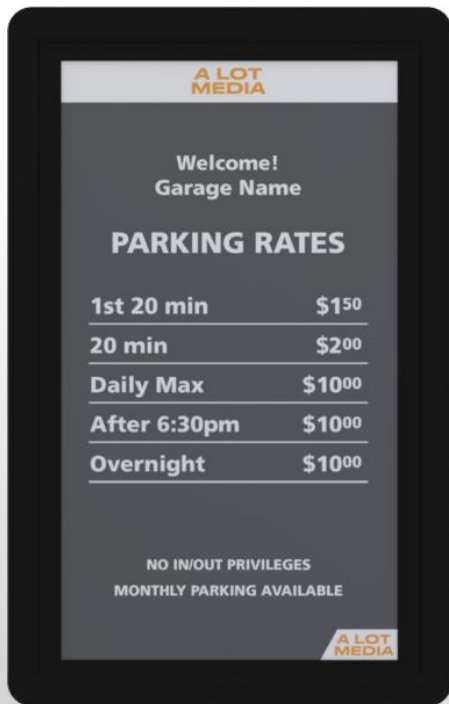
Dimensions:

- Screen diagonal: 55"

Specs:

- This is a Semi- Outdoor unit, meant for partially covered outdoor areas not fully exposed to direct sunlight or heavy rainfall.
- It can handle water, heat, and various weather conditions, but is not best to live in the most extreme environments.

# 55" Wall Mount- Full Outdoor



Price: **\$8,250.00 + Shipping & Install**

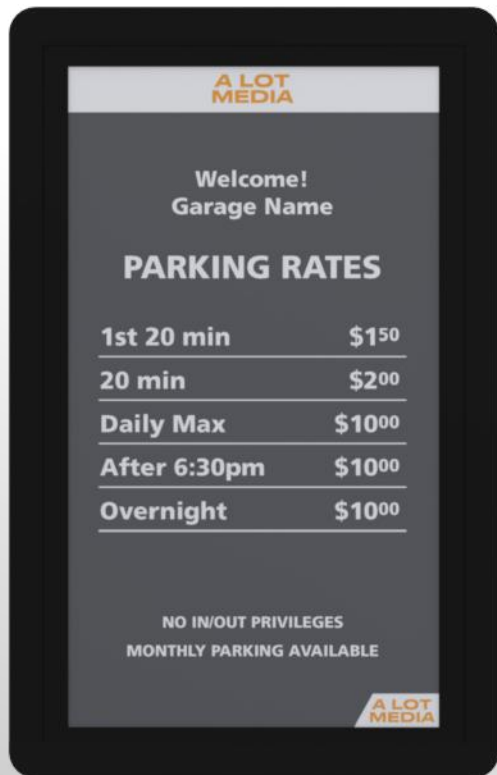
Dimensions:

- Screen diagonal: 55"

Specs:

- This is a Full-Outdoor unit built to withstand up to 2 hours of peak day direct sunlight and extreme weather conditions.
- This is the perfect solution for uncovered surface lot signage.
- Annual maintenance and internal cooling system filter change recommended.

# 65" Wall Mount- Full Outdoor



Price: **\$12,500.00 + Shipping & Install**

Dimensions:

- Screen diagonal: 65"

Specs:

- This is a Full-Outdoor unit built to withstand up to 2 hours of peak day direct sunlight and extreme weather conditions.
- This is the perfect solution for uncovered surface lot signage.
- Annual maintenance and internal cooling system filter change recommended.

# LED Panels- Outdoor

## Includes:

- Module w/ surface mounting
- Media Player & Cables
- Power Connectors & Controller
- Hub & Receiver

## Does **NOT** Include:

- Video Processor (\$1,800)
- Shipping & Handling
- Annual SaaS Fee
- Install & Materials (eg. conduit)

## Specs:

1. Weatherproofing
2. Surface & Ceiling mounting

## Recommendation:

- Annual servicing.
- Avoid excessive hours of direct sun exposure.



Pixel Pitch mm	Module Width mm	Module Height mm	Service Side	Per Module
2.9	500	500	F/R	\$1,750.00
2.6	500	500	F/R	\$1,850.00

An aerial photograph of a multi-level parking garage at night. The parking lot is filled with various cars, including a prominent yellow SUV. The scene is illuminated by streetlights and the city lights of a skyline in the background under a dark, twilight sky.

**A LOT  
MEDIA**

**JONAH LAZOWSKI**  
Founder & CEO  
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[alotmedia.com](http://alotmedia.com)

**Thank you**

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TOGETHER WE CAN DO A LOT





# Denison Parking (Hamilton Garage)


## Time Trigger Feature



**HAMILTON COUNTY  
EMPLOYEES  
ONLY**

Monday - Friday  
7 am - 5 pm

**ALL OTHERS  
WILL BE  
TOWED**



**HAMILTON COUNTY  
EMPLOYEES  
ONLY**

Monday - Friday  
7 am - 5 pm

**ALL OTHERS WILL BE TOWED**



**PUBLIC  
PARKING**

Weekdays: Monday - Thursday  
5 pm - 7 am

Weekends: Friday 5 pm  
through Monday 7 am



**PUBLIC  
PARKING**

Weekdays: Monday - Thursday  
5 pm - 7 am

Weekends: Friday 5 pm  
through Monday 7 am



9AM to 5PM: Employee Only Parking  
Content Displays

5PM to 9AM: Public Only Parking  
Content Displays



# Bethlehem Parking Authority

## 55" Semi Outdoor Wayfinder



This unit is installed at BPA's Polk St Garage. It is a wayfinder with (50) local points of interest. Parkers can click and navigate on the touch screen to see local businesses and destinations. They can scan the QR Code for each site which will auto launch Google Maps to give directions to the establishment. There's also a messaging/ad space provided at the top 3rd of the screen to run additional content.

Other features that could be included:

- Tab for local "Transit Times" for buses or trains.
- Tab for "Municipal or Community Information"
- Tab for local events, charity drives or sports games

Can be wrapped in vinyl for a custom look

# Avail (Help Hub)

## 55" Semi Outdoor Help Hub



Ride share program with digital Help Desk.

Fully interactive. Have...

- step by step instructions
- FAQs
- QR Codes
- Video explanations.

Custom vinyl wrap

# ALM DDRB Programmatic / Ads

32" Semi Outdoor Kiosk



Opting In to ALM's Advertising Program activates space for our internal sales team to sell said available space or through an integration with various Exchanges the open space if allocated as "available" inventory for bidding.

Campaigns are first approved by ALM. **NOTHING** illicit (ie. Tobacco, alcohol, cannabis, adult entertainment) will be approved. Once approved the advertisers / agencies will bid for the space with the highest bidder winning.

Everything from the Programmatic side is automated. As soon as there is a winning bid the asset will then be released to the units. Rev is share on a quarterly basis with locations based on our Rev Split agreement(s).

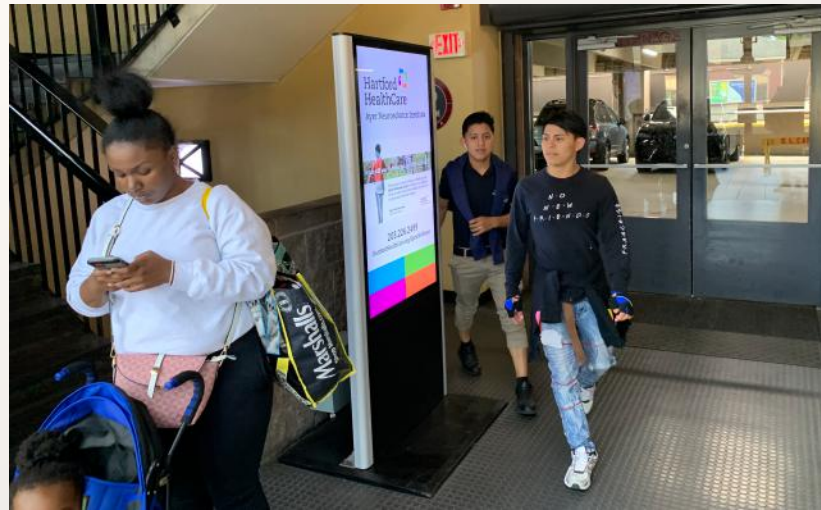
# Hartford Healthcare Case Study

## Background:

ALM signed an advertising deal with HHC in 2019 for 30 garages around the State of Connecticut. HHC wanted to target CEO's & decision makers as well as competitors' areas around CT.

## Results:

HHC loved this campaign and have renewed for 5 additional years of advertising. ALM has created over \$1,500,000 of value for our parking partners.





# Advertising Clients

