



COMPANY PROFILE



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COMPANY INFORMATION

Business Name: EHM Media Limited

Company Reg. Number: 83993

TIN No. : 115-811-495

Web: www.ehmmedia.co.tz

COMPANY BACKGROUND

EHM Media Limited is a dynamic company having its operations since June, 2011. EHM Media provides expertise in Advertising Services for small, medium sized and large businesses with its specialties in Indoor Advertising, Newsletter Advertising, Digital Signage and Creative Services.

OUR VISION

To be the preferred and most trusted source of advertising of products and services.

OUR MISSION

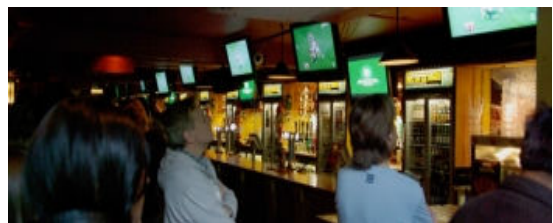
To help our clients achieve their marketing goals, strategic advertising and communication objectives by providing them with creative solutions and timely responsive services as we deliver highest levels of professionalism and experience.

OUR SERVICES

a) In-door Advertising

i. Ad Replacement System (Pub, Bar, Hotel, Gym & Restaurant Advertising)

Through our Associates in the UK, we have developed systems that automatically detect the presence of advertising in TV broadcasts and replace the broadcast advertising with replacement ads that are targeted at the audience in a specific venue or group of venues. These systems use digital fingerprint matching technology to detect the presence of advertising within half a second of it appearing. They then switch all connected projectors and plasmas to the replacement advertising output for the duration of the broadcast ad break before returning neatly to program.



EHM Media works with various large national venues. Our partners are large, popular located in both town centre and other popular areas outside of town. They offer extensive food and drink menus and entertainment ranging from live sports broadcasts to DJs, bands, staff parties and student nights. Several dedicated screens positioned prominently behind the bar and around the interior of each venue showing in-house promotions and our clients' ads. Our clients' ads will appear a minimum of five times per hour as standard. We suggest using creative that works well without audio or adding subtitles. The customers are predominantly 18 – 35 years old with a mix of both male and female. The

current audience in the venues that we are currently operating is averagely 6000 per week and even more during the high sporting events.

We are experts in arranging and managing campaigns targeting pub, club, bar, hotel and restaurant audiences and we will be able to help you identify the relevant venues and tailor a campaign that suits the both the marketing goal and the available budget.

ii. Digital Signage (ehmTV)



The ehmTV digital media player is a wireless device combining flexible dynamic content delivery with advanced configuration, remote management and compatibility with most leading digital signage management solutions.

The ehmTV provides an easy-to-use device for displaying dynamic HD multimedia content, perfect for use in retail environments, digital menu boards in restaurants, as well as transport notifications and corporate or event signage. The device provides great flexibility for in-store installation, featuring wireless LAN connectivity it enables deployment at locations where network wiring is expensive or hard to reach.

The ehmTV displays a rich blend of video, audio, graphics, and typography through the use of HTML5 and SMIL open content standards, optimized for displaying content retrieved via the internet, be it from RSS feeds, news, weather, financial statistics, sports scores or even social network updates.

The ehmTV is designed with robustness in mind. Device hardware features solid-state storage and advanced low-power computing technology, providing higher reliability for large project deployments. Its rugged metal housing provides optimal protection and heat dissipation. The device has a dedicated 4GB of memory, capable of holding hours of multimedia content; ensuring that content is always available. In addition the device is equipped with a hardware watchdog, which on the rare occasion of a failure, will automatically recover without the need for intervention.

This flexibility means that from single to large deployments the ehmTV can be deployed for use across multiple industries to harness the power and proven success of digital signage.

b) EHM Weekly Calendar Newsletter



EHM Weekly Calendar newsletter offers its readers reliable, well rounded and up to date information with weekly updates. Each issue features Movies Schedules and Trailers, Restaurants, Pubs, Bars and Clubs Guide, Sports Weekly Fixtures and Weekly Jobs & Employment updates.

Our target market is broad covering anyone who is of average computer literacy, has an interest on online information and can subscribe to our mailing list. Our mailing database comprises of more than 25,000 email subscribers including corporate and others.

Whether your mission is to brand your company or drive traffic to a particular product URL, this newsletter is the perfect venue to help you accomplish your marketing goals.

To subscribe to our EHM Weekly Calendar Newsletter; Email “[Subscribe](#)” to subscribe@ehmmedia.co.tz

c) Graphic & Motion Design

EHM Media offers graphic design services that include the creation of a motion graphics. These graphics are creative, unique and best of all – they capture the attention of potential clients and customers.



Do you have a logo that needs animating, or a piece of text that needs to become alive? We create 2D animation using elements that may be in the form of art, text, photos, and video clips, which can be used in various

multimedia projects. We have created high-quality motion graphic designs for a variety of clients who have used the images to achieve their business goals and gain new customers.

Our graphic design services are affordable and effective. We are experts at creating visually appealing and unique motion graphics that captivate those who are exposed to them. We can use your existing Assets or design an Ad from the scratch. Contact us today to discuss your business goals and how our graphic design services can help you to achieve them.

OUR VENUES FOR AD REPLACEMENT SCREEN ADS

- Spurs Steak Ranches – Seacliff Village Masaki
- Brajec International – Survey Mlalakuwa
- Ambrosia Bistro & Bar – Mbezi Beach
- QBar – Msasani Peninsula
- Masters Club – Mikocheni
- Harry’s Sizzler & Steak House – Mikocheni
- Cape Town Fish Market – Msasani Peninsula

OUR CLIENTS

- Tanzania Cigarette Company
- Media Tactic (Agency) – Tanzania Distilleries Limited
- JWT Tanzania Limited (Agency) – Serengeti Breweries Limited
- SBC Tanzania Limited – Pepsi
- Precision Air Tanzania
- Flightlink Limited
- Spur Steak Ranches
- Vodacom Tanzania
- iStore
- Tata Africa
- Fly540
- Goldstar Paints Tanzania Limited
- Insignia Limited
- Chloride Exide Batteries
- Masaki Tyre Connection Limited
- Regency Park Hotel
- Swan Technologies Limited
- Endeavour Africa Group
- Fastjet

SUPPORTING DOCUMENTS (AVAILABLE ON REQUEST)

- Copy of Company Business Registration Certificate and Business License.
- Copy of Tax Identification Certificate (TIN).
- Any other relevant substantiating documentation.

Thank you for taking the time to go through this company profile. If there are any questions or comments, please feel free to contact us.