

March 2005

'WOW FACTOR' REFLECTED BY SALES BOOST AT HILTON.



QVision UK Limited, the exclusive UK distributors of innovative advertising products, including QREFLECTION 'motion sensor mirrors', are delighted to report the ongoing success of their American partners.

In a letter from the award winning Hilton Miami Airport Hotel, where campaigns for Bacardi and Grey Goose Vodka are running, Mr Ray Valentino, Hotel Manager states that **'this new form of advertising has proven to be fantastic'**.

Mr Valentino goes on to say:

*'The mirrors currently installed in the lobby bar and poolside bar has helped generate a **sales increase for each product advertised**. In the **first month** after the advertising mirror was installed, **both products being advertised are number 1 and number 2** in terms of percentage sales.*



*In addition to positive sales volume, the QReflection mirrors have created a buzz within our hotel. Our employees have expressed their support and enthusiasm... **our customers overwhelmingly regard the mirrors as a refreshing and engaging medium** on which to view advertisements. My bar staff has described many occasions in which the motion sensor-triggered advertising mirrors has become a popular conversation piece in our hotel bars. Not only do our patrons talk about these mirrors...*

they go out of their way just to trip the sensor. It's a fun, effective piece, blending seamlessly with our bar's décor.'

QVision UK, who introduced the QReflection product to the UK market last year, currently have advertising opportunities within 250 fully installed and maintained faces positioned in high-end-of-the-market **bars & nightclubs** across England and Scotland.

As well as bars and clubs, QVision's distribution extends to include **airports and shopping malls**, with an additional installation of 200 faces throughout the range imminent.

This offers the **unrivalled opportunity** to present your product or service to your target audience in a relaxed and informal environment via this cutting edge, interactive medium.

Julie Cosgrove, Creative Director of QVision UK comments:

We are delighted with the positive response to date from venues, advertisers and the public alike. We feel our product is not only unique and innovative... the public welcome the chance to interact with QReflection, fully utilising its potential as a user friendly medium, thus making the advertising message more memorable to its audience.



For further information on **QVision UK Limited**, and its range of advertising and promotional products, please call **+44 (0)131 663 2825**, e-mail **info@qvisionuk.com** or visit us at **www.qvisionuk.com**