

The Urimat-Info with advertising display: Acceptance Study produces sensational results

- **93% of all those questioned noticed the display first.**
- **96% responded positively or were not bothered by the advertising on the Urimat-Info.**
- **90% could recall the advertising message they had seen on the Urimat-Info.**

These are results other media can only dream of!

As you can see, there is no better, more innovative or acceptable place for your advertising than on the sensor-controlled, backlit display of the Urimat-Info.

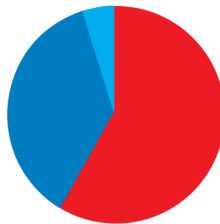
Source: The Acceptance Study was performed in Switzerland by the renowned market research institute, IHA-GfK of CH-6052 Hergiswil.

The most important results in detail:

96% responded positively or were not bothered by the advertising.


Question: Do you view the electronic advertising on this urinal as positive or negative or don't you care?

Positive		57%
Don't care		39%
Negative		4%



90% can recall the advertising message.

Question: Can you recall the advertising message?

Yes, I can		90%
No, I can't		10%

