

IDOOH and Voyager Philippines to deploy in-vehicle digital content with freenet network to improve ride experience



IDOOH and Voyager Innovations Inc. to roll out a pilot of 100 cars to improve the in-ride passenger experience with ecommerce and entertainment.

PHILIPPINES/SINGAPORE, 14 September 2018 – IDOOH Philippines and Voyager Innovations Inc. today announced their strategic partnership to utilise each other’s market-leading technology services.

From 1 October 2018, the pilot will commence with an initial roll-out of 100 in-vehicle screens through IDOOH’s Transport Network Vehicle Service (TNVS) partners to provide passengers with access to in-vehicle shopping, entertainment, news, games, sports and lifestyle content.

Jules Salonga, Managing Director for IDOOH Philippines and Indonesia, said: “Through our partnership with Voyager Innovation, we are excited to bring e-commerce and digital content to cars and improve the in-ride experience. With a pilot of 100 screens deployed using freenet, we hope to scale this programme nationwide and grow our network as the Philippine’s largest in-ride digital media platform.”

The IDOOH screens will be powered by freenet by Voyager Innovations Inc., which will allow passengers to interact in real-time with the screen by scanning of QR codes and logging in using their social media profiles to participate in promotions and reward campaigns.

IDOOH is Philippines’ largest network of in-vehicle screens through TNVS partners in Manila, Cebu and Davao. In Asia Pacific, IDOOH is the region’s largest network of in-vehicle digital out-of-home (OOH) screens with an inventory of more than 14,000 screens in taxis and ride-sharing cars.

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About IDOOH

IDOOH is an award-winning Asian OOH media technology company that provides the ideal platform for Out-of-Home media environment by combining the best screens in any 'ride' with our proprietary advertising server technology. Through our big data analytics, we enable brands to make content targeted, engaging and timely through interactive and trackable campaigns. IDOOH aims to inspire, connect brands with commuters, challenge boundaries and change the future of the advertising landscape. For more information, visit us at www.idooh.com.



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