

# Screen Manager

Transform every charging station into a **profitable media asset**. **Remotely manage content** and **drive user interaction**.

# Why Media & Engagement Matter

EV chargers are more than energy delivery points. They represent untapped opportunities for revenue generation and customer engagement at scale.

Without proper media and engagement infrastructure, charging networks face significant challenges that directly impact profitability and user satisfaction.



## Screens Remain Unused

Valuable display real estate sits idle during charging sessions, wasting potential touchpoints with drivers.



## Revenue Opportunities Missed

Without monetisation strategies, networks leave substantial income streams untapped and unexplored.



## User Interaction Limited

Drivers experience minimal engagement during dwell time, reducing satisfaction and brand connection.



## Charging Time Underutilised

The captive audience period goes unexploited, missing opportunities to inform, entertain, and convert.

**Screen Manager** turns dwell time into **value and revenue**, transforming passive waiting periods into active engagement opportunities that benefit both operators and drivers.

# Revenue Diversification

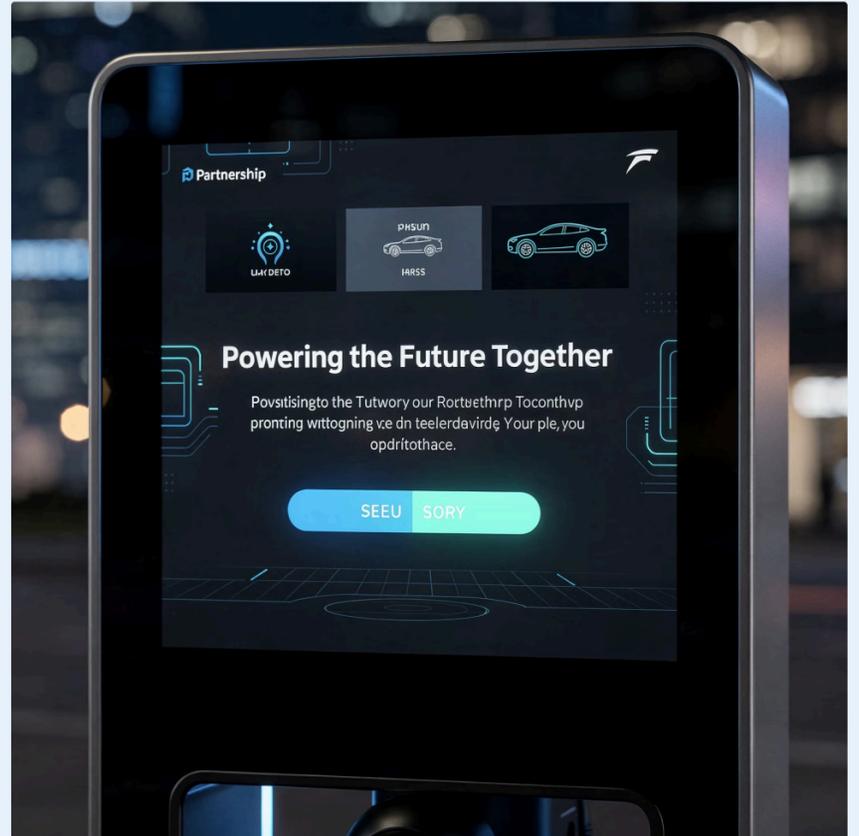
## Monetise charger screens effectively

The charging infrastructure you've invested in can become a **powerful revenue generator** beyond electricity sales. Every charging session represents **15-45 minutes** of captive audience time—an invaluable opportunity in today's attention economy.



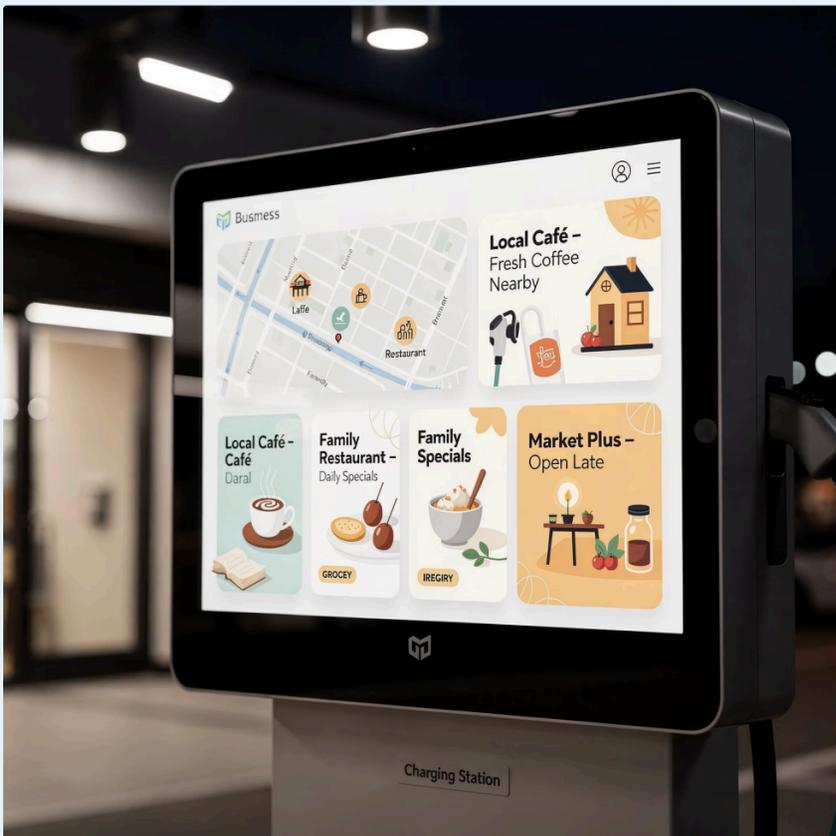
### Advertisement Revenue

Generate **consistent income** through targeted advertisements displayed during charging sessions, creating predictable recurring revenue streams.



### Sponsorships & Branded Content

Enable strategic partnerships with brands seeking to reach premium EV driver demographics through exclusive content placements.



### Partner & Service Promotion

Promote nearby businesses, on-site amenities, and complementary services, driving foot traffic and creating partnership opportunities.



### New Revenue Streams

Unlock innovative income sources beyond traditional charging fees, diversifying your business model and improving site profitability.

By transforming your charging network into a **media platform**, you create **multiple revenue channels** that improve return on investment and enhance the overall value proposition of your charging infrastructure.

# Dynamic Content Management

Managing content across a distributed charging network traditionally requires significant time, resources, and on-site visits. **Screen Manager** eliminates these operational burdens through **centralised, cloud-based content management** that puts complete control at your fingertips.

01

## Instant Changes

Modify media and promotions across all locations immediately

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## Multi-Location Management

Control content across entire network simultaneously

Whether you operate **10 chargers or 1,000**, the platform enables **instant updates** across your entire network from a single dashboard. Change promotional content for seasonal campaigns, update pricing information in **real-time**, or display urgent operational messages—all without dispatching technicians or coordinating site visits.

The system supports rich media formats including images, videos, and interactive content, ensuring your messaging remains fresh, relevant, and engaging. **Real-time** charging information seamlessly integrates with promotional content, providing drivers with both utility and entertainment during their charging session.

This **operational efficiency** translates directly to **cost savings** whilst dramatically improving your ability to respond to market conditions, seasonal opportunities, and customer needs in real-time.

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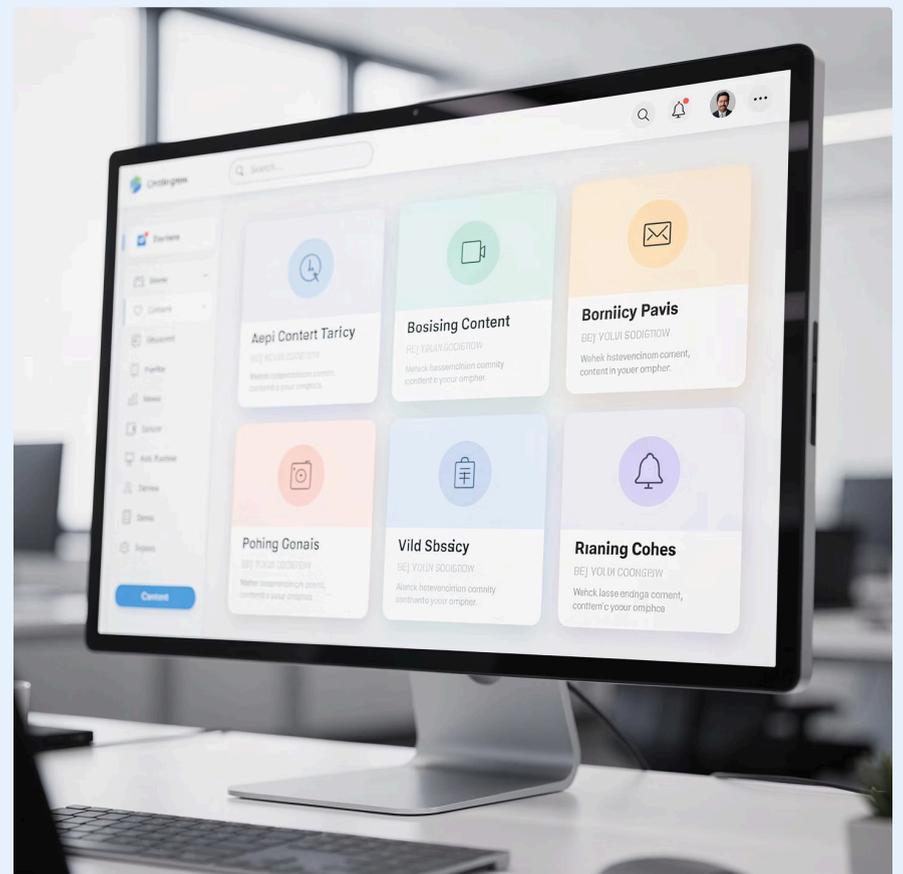
## Real-Time Information

Display live charging status and session updates

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## Zero Site Visits

No on-site intervention required for updates



# QR Code Engagement

## Interactive services without an app

Traditional engagement platforms often require users to download dedicated applications, creating friction that reduces participation rates. **Screen Manager** takes a different approach—leveraging QR codes to enable instant, seamless interaction through the devices users already have in their hands.



### Scan from Screen

Users simply scan QR codes displayed directly on the charger screen using their phone's native camera



### Phone-Based Interaction

Enable rich interactions, content viewing, and service access through the user's browser—**no app download required**



### Versatile Applications

Support promotions, detailed information, loyalty programmes, surveys, and service bookings through a single engagement method



### Lower Barriers

Dramatically **increase participation rates** by eliminating download friction and device storage concerns

### Engagement Opportunities

- Promotional offers and discounts
- Detailed charging information
- Nearby amenity information
- Customer feedback collection
- Loyalty programme enrollment
- Service reservation systems

### Business Benefits

- **Higher engagement rates**
- **Reduced development costs**
- Faster deployment timelines
- Universal device compatibility
- Simplified user experience
- Rich analytics and tracking

This frictionless approach to user engagement ensures maximum participation whilst maintaining the flexibility to support diverse business objectives and partnership opportunities.

# Intelligent Scheduling

Target the right message at the right time

**Screen Manager's** intelligent scheduling engine ensures your content reaches the right audience at the **optimal moment**, maximising engagement and conversion rates whilst respecting **user experience**.

## Time-Based Scheduling

Schedule content by time of day to match audience behaviours—breakfast promotions in the morning, entertainment content during evening charges, business services during working hours.

## Location Adaptation

Adapt messaging by location characteristics—urban centres receive different content than motorway services, retail locations differ from workplace charging sites.

## Audience Targeting

Tailor campaigns to specific audience needs and demographics, ensuring relevance and improving engagement metrics across different user segments.

## Campaign Effectiveness

Dramatically increase the effectiveness of displayed content through strategic timing, contextual relevance, and intelligent delivery optimisation.

## Advanced Scheduling Capabilities

The platform supports complex scheduling rules that combine multiple factors including day of week, time of day, location characteristics, weather conditions, and historical engagement data. Create campaigns that automatically adjust to context, ensuring maximum relevance without manual intervention.

A/B testing capabilities enable continuous optimisation, whilst detailed analytics provide insights into content performance across different times, locations, and audience segments. This data-driven approach ensures your content strategy evolves based on real-world results rather than assumptions.

# Integrated with Chargemetric

## One dashboard for charging and media

Operational complexity increases exponentially when systems remain siloed. **Screen Manager's** deep integration with **Chargemetric** creates a **unified operational environment** where charging infrastructure and media management work as a cohesive whole, dramatically **simplifying network administration** whilst improving visibility and control.

### Centralised Screen Control

Manage all charger screens from one interface

### Simplified Management

Single platform for complete network control



### Shared Infrastructure

Leverage existing device and site structure

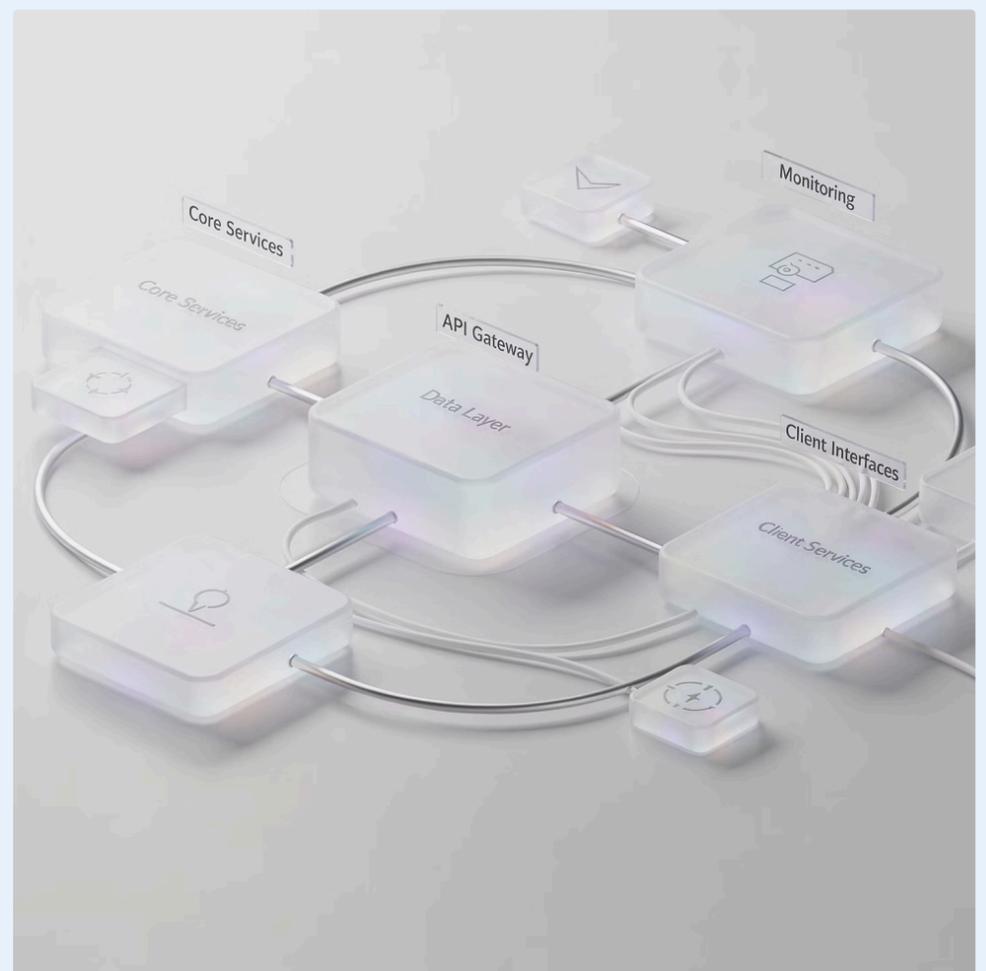
### Unified Visibility

Combined operational dashboards and reporting

## Integration Benefits

The integration eliminates duplicate data entry, reduces training requirements, and creates **operational efficiencies** that scale with your network. Site configurations, device hierarchies, and user permissions synchronise automatically, ensuring **consistency** across both charging operations and media management.

When technical issues arise, unified diagnostics provide complete visibility into both charging and display systems, accelerating troubleshooting and reducing mean time to resolution. Operators gain holistic insights into site performance, understanding how media engagement correlates with charging patterns and revenue generation.



This architectural approach transforms what could be separate, complex systems into a **streamlined operational platform** that reduces overhead whilst improving capabilities—enabling your team to focus on strategy and growth rather than system management.

# Screen Manager for Scalable Networks

## Built for networks of any size

Whether you're operating a single charging point or managing thousands across multiple countries, **Screen Manager** provides the **scalability**, flexibility, and consistency required for successful media operations at any level. The platform architecture scales seamlessly from pilot projects to enterprise deployments without compromising performance or functionality.

### Network Scale



Support single chargers through to networks of thousands, with identical functionality and user experience regardless of deployment size.

### Site Flexibility



Adapt to public, semi-public, and private charging locations with configurable access controls and content policies matching site requirements.

### Global Deployment



Manage local and international networks through multi-language support, regional content management, and compliance with local advertising regulations.

### Consistent Experience



Deliver uniform media quality and user experience across all locations whilst retaining flexibility for local customisation and partnership opportunities.

## Deployment Scenarios

**Screen Manager** adapts to diverse operational contexts—from retail car parks to motorway services, workplace charging to destination locations, and fleet depots to public kerbside installations. Each deployment type benefits from tailored content strategies whilst maintaining operational consistency.

The platform's multi-tenancy capabilities enable managed service providers to operate multiple client networks through a single installation, whilst maintaining strict data separation and customised branding for each operator. This flexibility supports diverse business models from self-operated networks to white-label service provision.

# Media as a Revenue Enabler

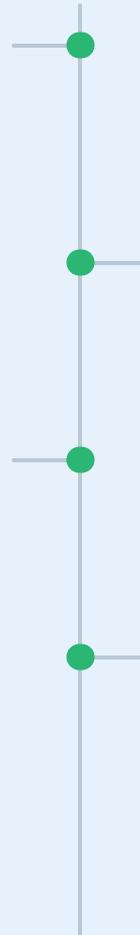
The economic case for **Screen Manager** extends beyond simple advertising revenue—it fundamentally transforms the business model of charging infrastructure by creating complementary income streams that improve site economics and accelerate **return on investment**. This diversified revenue approach reduces dependence on electricity margins whilst increasing overall profitability.

## Additional Recurring Revenue

Generate consistent monthly income through advertising, sponsorships, and promotional partnerships that complement charging revenue and improve financial predictability.

## Improved User Engagement

Transform charging time into an engaging experience that builds brand affinity, encourages return visits, and creates positive associations with your network.



## Higher Return per Location

Increase the revenue potential of each charging site by monetising screen time, creating immediate improvements to site-level profitability without additional capital expenditure.

## Stronger Partner Visibility

Provide strategic partners with valuable advertising inventory, creating partnership opportunities that generate revenue whilst enhancing the overall charging ecosystem.

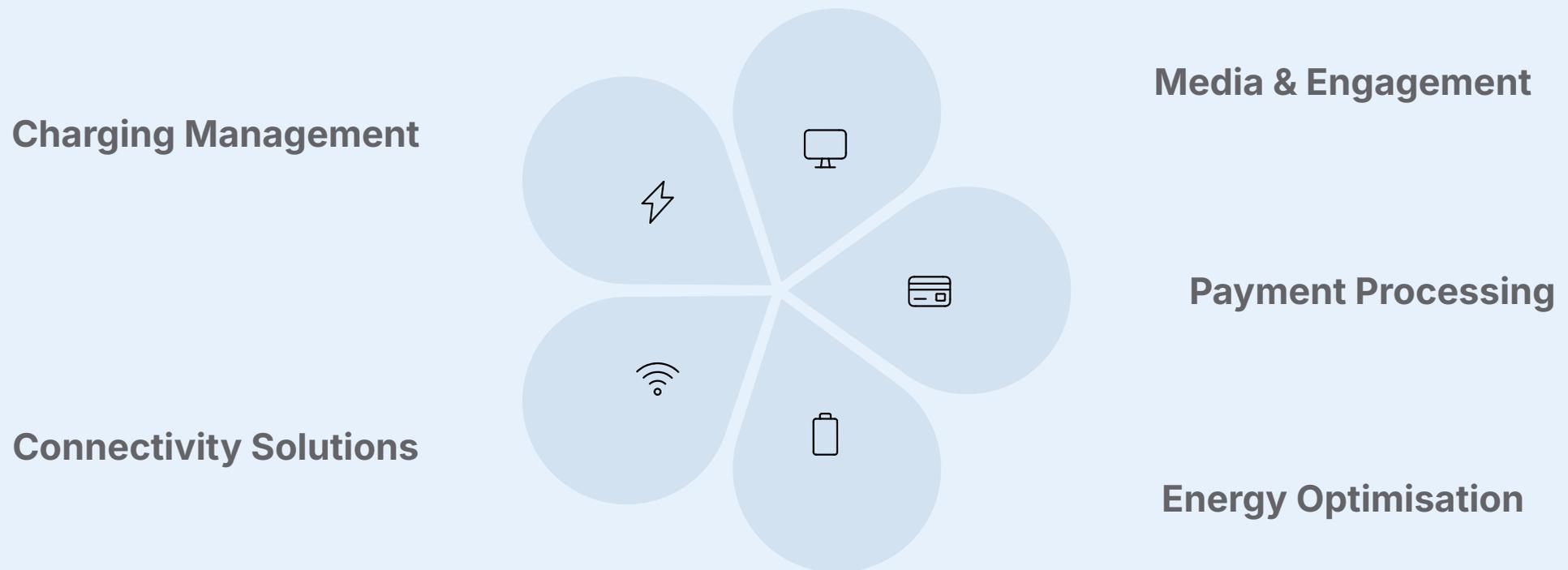
## Financial Benefits

Media revenue provides operational flexibility during periods of energy price volatility or competitive pressure on charging rates. This income stability supports network expansion, improves debt serviceability, and creates valuation uplift for investors.

For site hosts, media revenue sharing creates compelling partnership propositions that improve site acquisition success rates and strengthen long-term host relationships through mutual benefit.

# Media & Engagement within AES

**Screen Manager** represents a critical component of the comprehensive **Advanced Energy Systems (AES) ecosystem**—a unified platform approach that transforms charging infrastructure from standalone equipment into intelligent, connected, **revenue-generating assets**. This integration creates **synergies** that multiply the value of each individual component.



## Ecosystem Advantages

Within the **AES framework**, **Screen Manager** leverages charging session data to deliver contextually relevant content—displaying estimated completion times, energy consumption information, and personalised recommendations based on charging behaviour. Payment integration enables seamless promotional redemption and dynamic pricing communication.

Energy optimisation systems inform content scheduling, ensuring media displays don't interfere with critical charging communications during peak demand events. Connectivity infrastructure ensures reliable content delivery even in challenging network environments.

## The Complete Solution

Together, these integrated components create charging infrastructure that **operates more efficiently**, generates diverse revenue streams, provides superior user experiences, and delivers comprehensive operational insights—transforming individual chargers into **connected, revenue-generating media assets** that redefine what charging infrastructure can achieve.

This holistic approach positions operators for success in an increasingly competitive market where differentiation, user experience, and **revenue diversification** determine long-term viability and growth potential.