



KONE is a global leader in providing complete and innovative solutions for the design, installation, modernization and maintenance of elevators and escalators and the maintenance of automatic building doors. Our 29,000 dedicated employees serve you in 49 countries.

KONE cooperates closely with you from the earliest stages of a project in order to ensure the smooth flow of people and goods throughout your facilities for their entire lifetime. Life-cycle thinking underlies our commitment to proactive, reliable service and modernization solutions. KONE serves you locally as well as globally, for example in the Trump Tower in Chicago, Swiss Re in London and Beijing International Airport.

KONE Corporation
www.kone.com

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The heart of your building™



ANDREA MALOSSINI

MILANO - PARIS - TOKYO

WHAT'S YOUR PASSION?

HE'S INTO SILVER

DIAMONDS ARE HER BEST FRIEND

SHE LIKES PINK GOLD

MEDIA THAT GETS PEOPLE MOVING

KONE
MovingMedia™

Eye-catching messages that get people moving in the right direction

With KONE MovingMedia™ you can display highly visible messages in the escalator's step riser. KONE MovingMedia™ is a totally new way of advertising, with proven effectiveness. It can be used not only for advertising, but also for safety messages, directional signs and company logos.

KONE MovingMedia™ messages are eye-catching and distinctive, and consumers are likely to respond by visiting the shop or buying the product. This is especially true when the escalator is in a shopping center, an airport's duty-free area, a train station or conference center, where people can respond immediately. It can also be used for guiding visitors to less frequented areas in shopping centers.

When you add KONE MovingMedia™ to your advertising portfolio, you can increase advertising revenues without having to install new billboards.

A NEW MESSAGE

A big advantage of KONE MovingMedia™ is that messages can easily be changed, whenever you want to change the message or replace the sign to keep it looking like new.

Messages are enclosed in a recess in the escalator step riser and protected by an impact- and fire-resistant polycarbonate cover plate. The cover plates are secured to the step using a fastening system that allows signs to be changed quickly and easily. New escalators with KONE MovingMedia™ specified are delivered with the product pre-installed. Existing escalators can be converted by replacing existing steps with fully compatible KONE MovingMedia™ steps. Installation can be done outside of normal operating hours, if necessary.



Consumer research has shown that KONE MovingMedia™ is eye-catching and distinctive – many consumers said it made them more likely to visit the shop or buy the product.

The big advantage of KONE MovingMedia™ is that signs are not permanently applied. They can be changed quickly and easily.

