



**PROMOTIONAL PLATFORM OF
THE SALESFORCE TRANSIT CENTER**



PEARL

***Consumer
Experience***

***Premium
Inventory***

***Cutting Edge
Technology***

***Brand
Engagement***



Consumer Experience



**Premium
Inventory**

AMERICAN EXPRESS

DON'T ENCORE WITHOUT IT.

DON'T live life WITHOUT IT.

VONFURSTENBERG



***Cutting Edge
Technology***



Brand Engagement

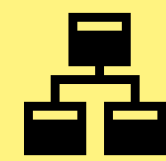
The Promotional Platform



Technical Expertise



Media Player Testing & Demonstration



Content Management System (CMS) Activation



Interactive & Wayfinding



Maintenance

Platform Strategy



Creative Design



Asset Development

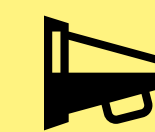


Building, Transit & Emergency Information Integration

Revenue Generation



Media Opportunities



Brand Activations & Events



Park Sponsorships



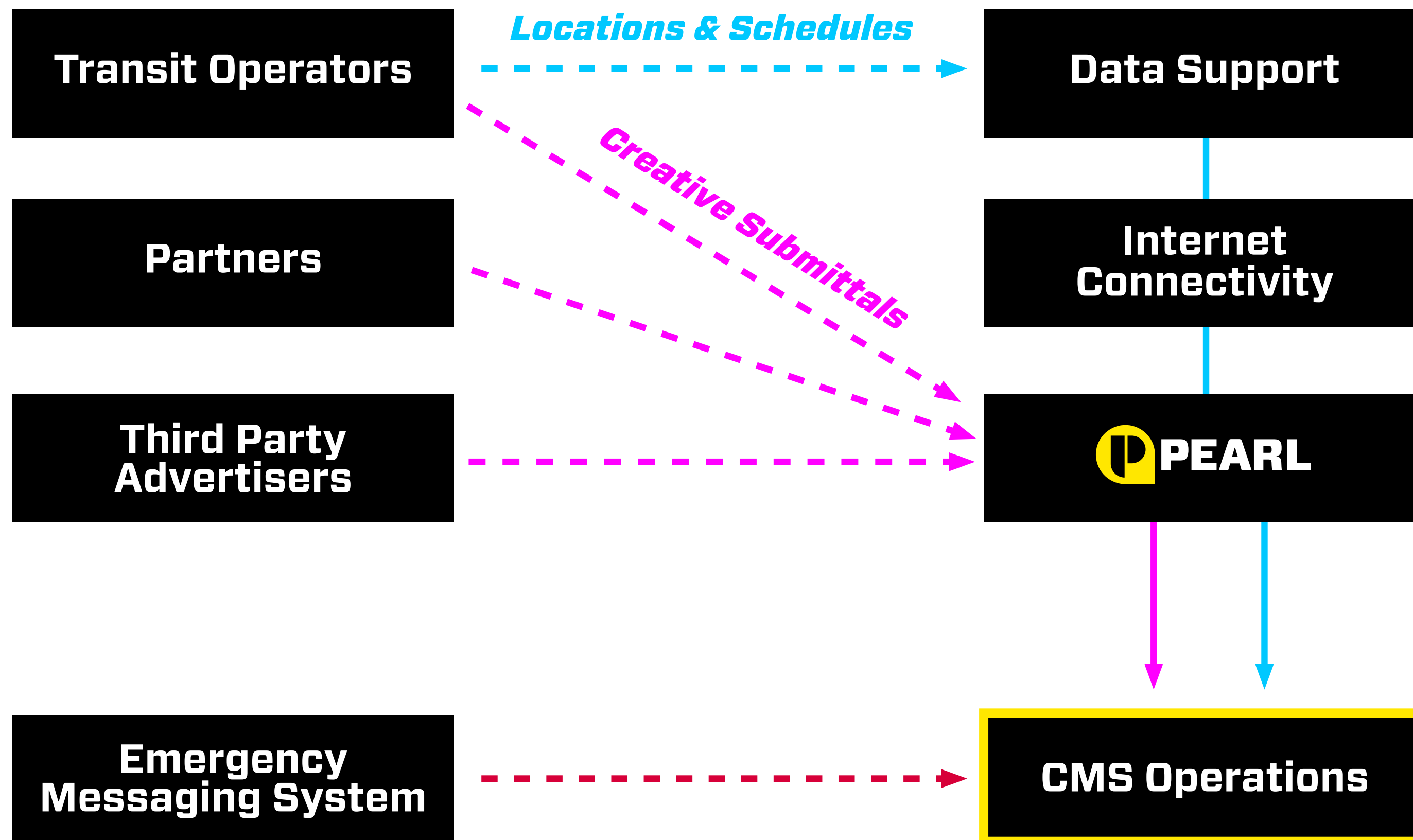
Partnerships

Bringing Transit into the Digital Age

- More and Better information
- Large Format and Interactive Displays
- Enhanced Transit Experience



Information Integration



ROLE	DELIVERABLE
Transit Operators	1) Transit Data (to MTC/511) 2) Static Content (to PEARL)
Data Support	1) Manage Database 2) Technical Support
Internet Connectivity	1) Manage Network 2) Technical Support
Partners & Third Party Advertisers	1) Static & Interactive Content (to PEARL)

Transit Information: SM1, PD1 & PD2

TEMPORARY TRANSBAY TERMINAL (Stops Inside Terminal)		9:05 AM	
Central Island	No current departures for this stop	NX San Francisco	16
Edge near Beale St		Edge near Howard St	
F Downtown Berkeley	5, 35	NL Eastmont Transit C...	15, 35
Edge near Main St		O Fruitvale BART	55
WE/TCAT Edge near Main St		LYNX TO HERCULES	15, 30

Call or visit 511.com for more real-time departures and alert information.

TEMPORARY TRANSBAY TERMINAL (Stops Near Terminal)		9:05 AM	
Beale/Folsom NW corner		Main/Howard SE corner	
25 Treasure Island	5, 25	82X Sansome + Filbert	8, 16
Howard/Main SE corner		Main/Howard NE corner	
5R Ocean Beach	2, 10	No current departures for this stop	
30X Embarcadero	5, 9		
Main/Howard SE island			
38 V. A. Hospital	1, 6		
7 Great Highway	2, 4		
38R Lands End - 48th A...	7, 11		
5 Ocean Beach	12, 21		

Call or visit 511.com for more real-time departures and alert information.



5R Fulton Rapid

5:05 pm

Alerts

salidas / 出港 / pag-alis

See something, Say something.
Report unusual activity or objects.

Departures

salidas / 出港 / pag-alis

Ocean Beach **7 min, 14 min**

Route Info

salidas / 出港 / pag-alis

Alerts

salidas 出港

NX4 Castro Valley Park & Ride

See something, Say something.

Scheduled Departures

salidas programadas 计划离港

Service Resumes Monday
El servicio se reanuda el lunes
服务周二恢复

Transit Information

Información de tránsito 公交信息

SUNDAY SCHEDULES WILL BE IN EFFECT

Martin Luther King Jr. Day
MONDAY, JANUARY 15

HORARIOS DE DOMINGO EFECTIVOS

Día de Martin Luther King Jr.
LUNES 15 DE ENERO

实际周日生效时间

马丁·路德·金日
1月15日, 星期一

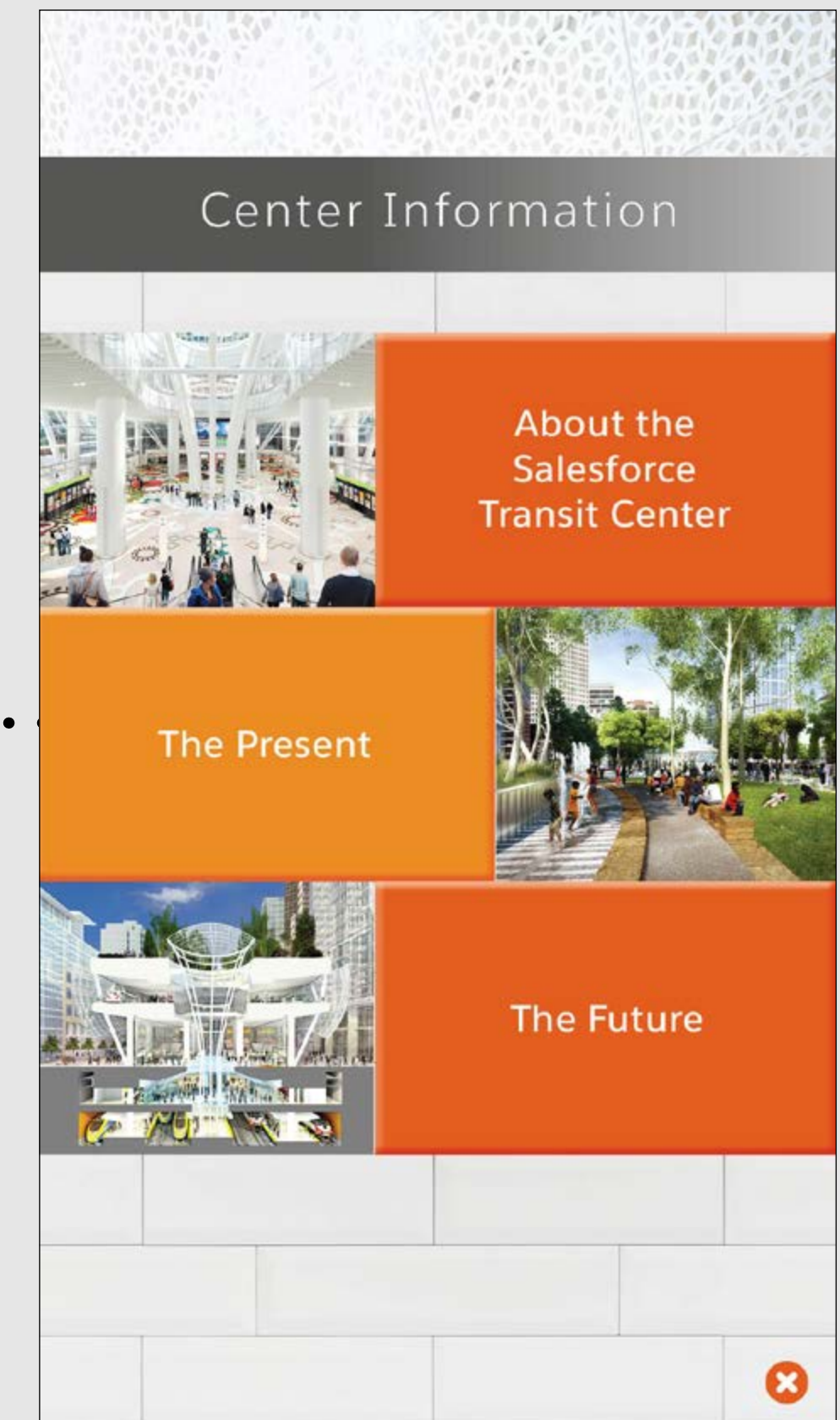
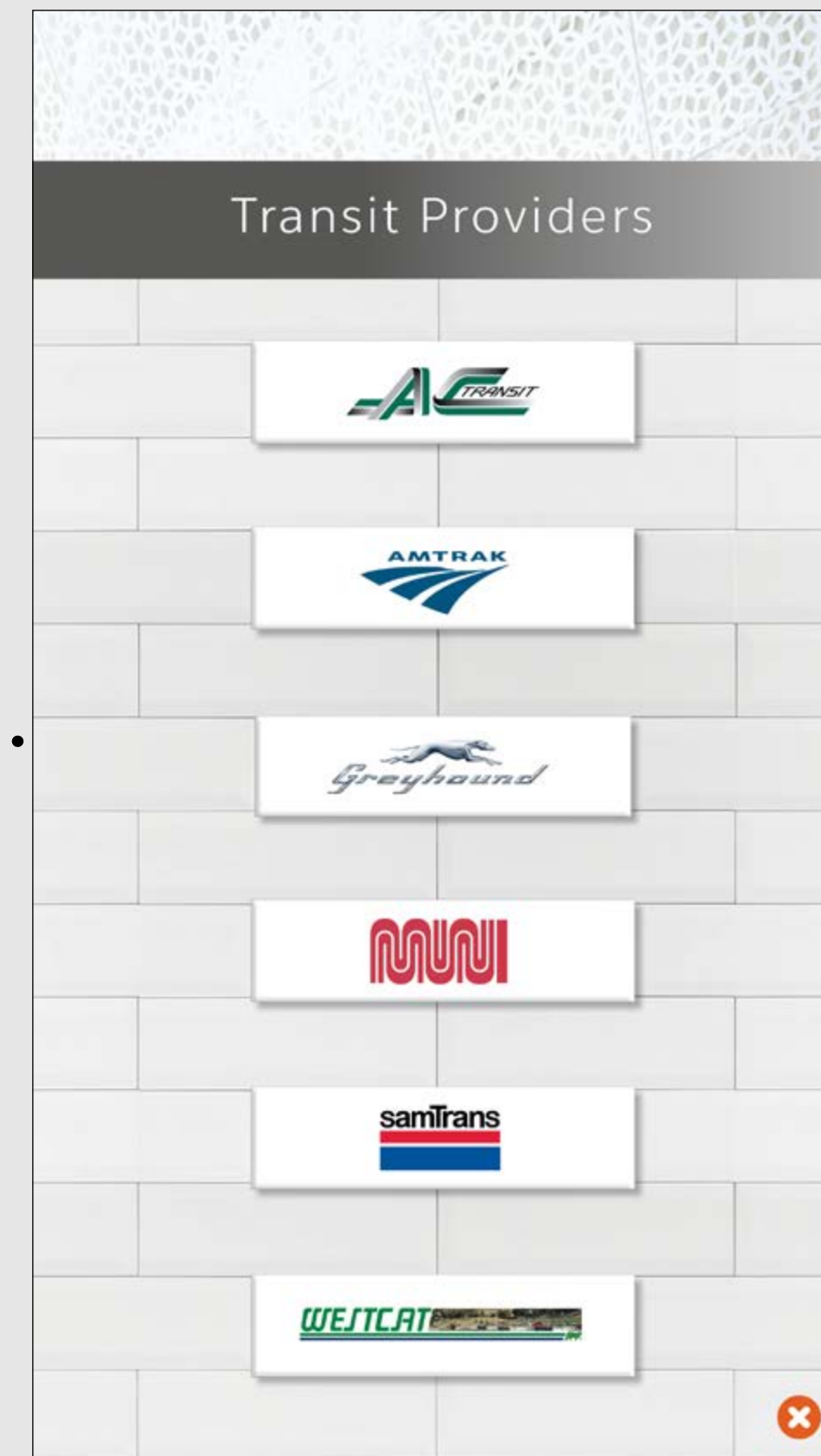
Interactive Wayfinding



Home Screen



Additional Screens



Screen Segmentation

274

SIGNS

273 SCREENS +
99 SCREEN VIDEOWALL

100

**TOTAL UNITS /
"PLACEMENTS"**

115

**AVAILABLE
FOR ADVERTISING**

Revenue Generation

Pearl will utilize all assets from the venue to drive monetization



Media Opportunities

Digital Network



Brand Activation

Engagement



Events & Sponsorship

Concert Series & Fitness Partner



Brand Partnerships

Fully Integrated

Media Opportunities

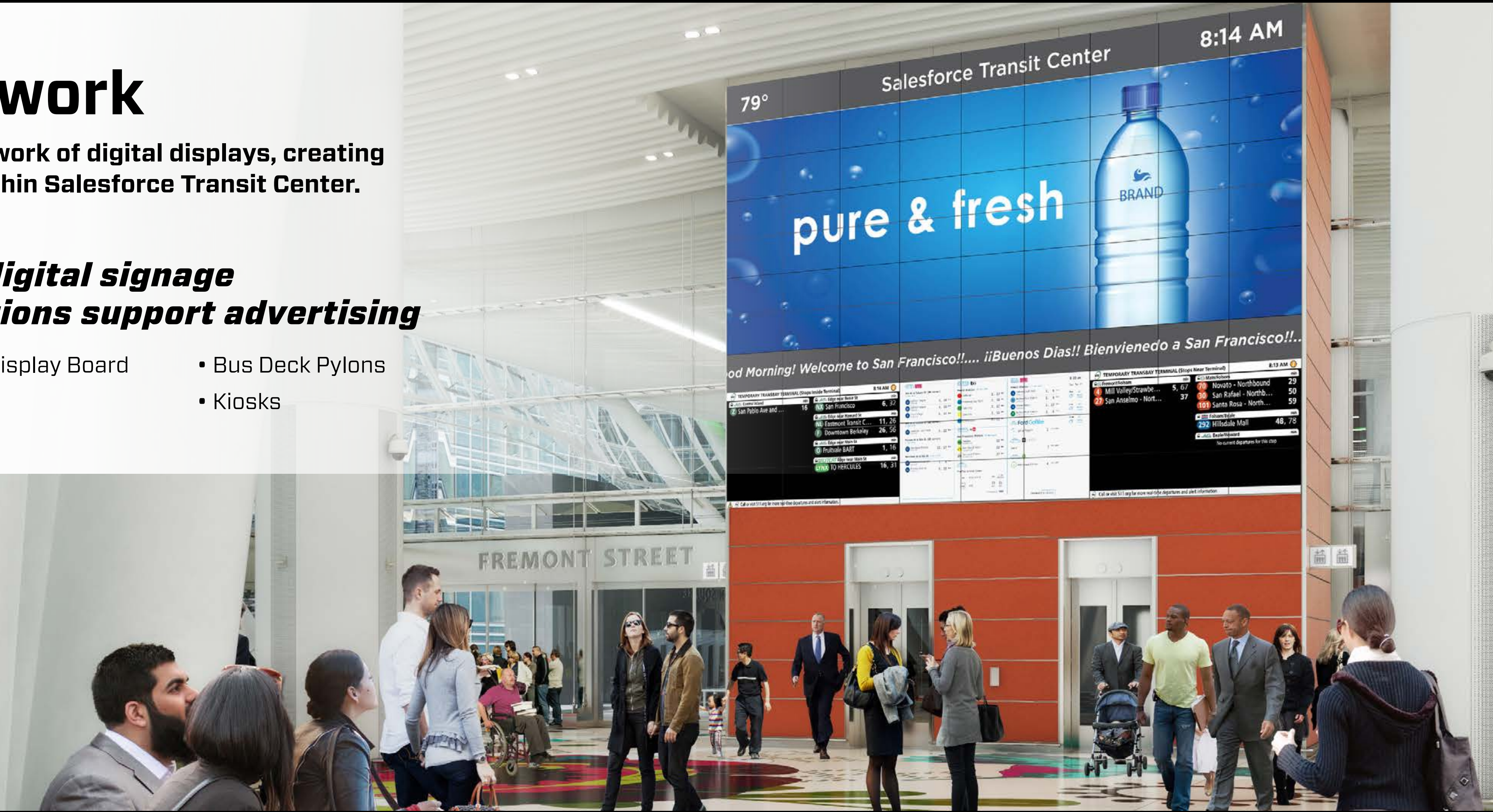
Digital Network

Pearl Media offers a network of digital displays, creating a dominating presence within Salesforce Transit Center.

115

unique digital signage installations support advertising

- Grand Hall Display Board
- Bus Deck Pylons
- Video Wall
- Kiosks

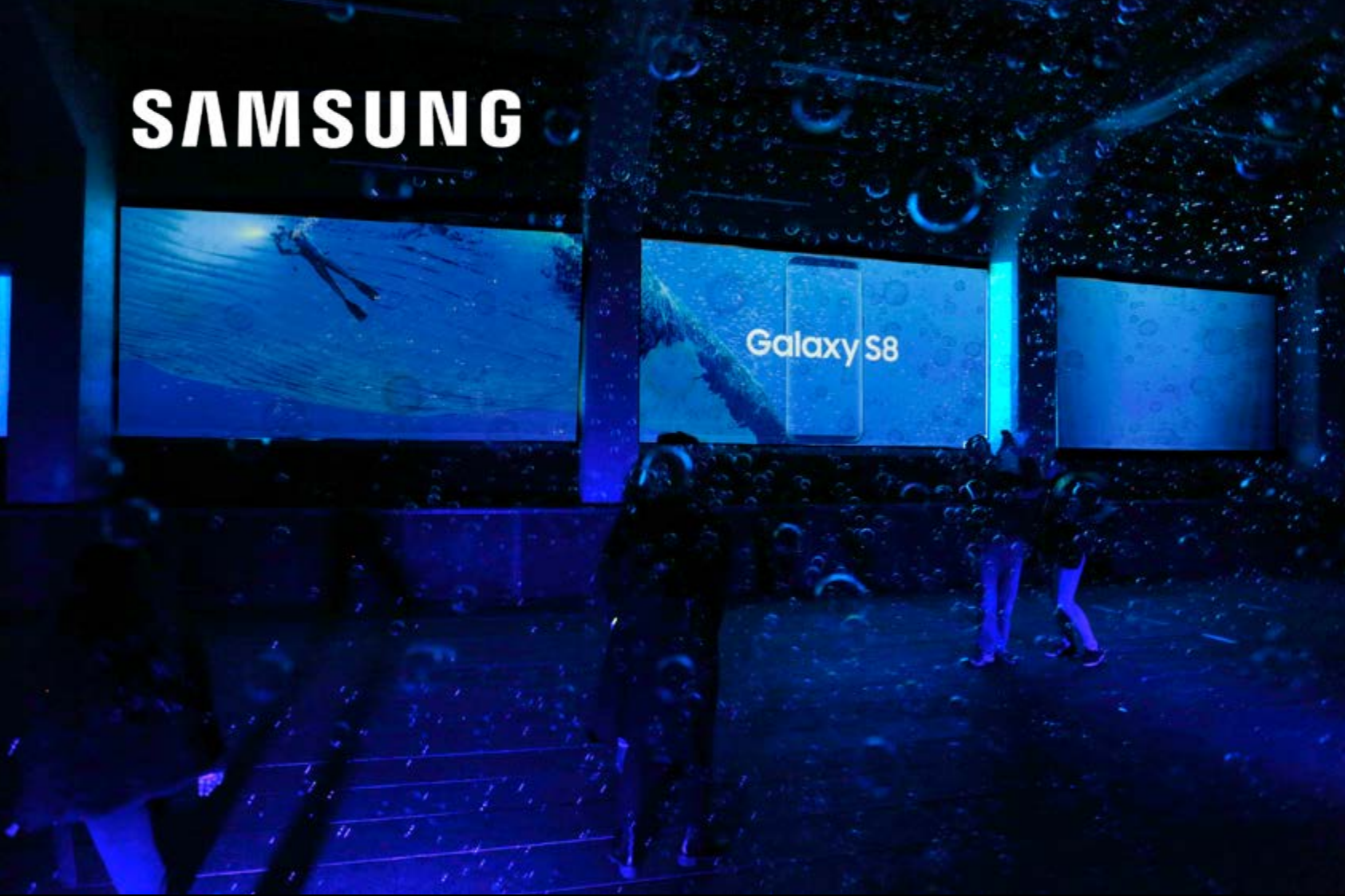




Bay
02

NX3 AC
NX4 10:37 am
NXC

WHEN LIFE PAYS OFF



Brand Activation



Brand Activation

AMPHITHEATER

CENTRAL PLAZA



GRAND HALL

Events & Sponsorship

Salesforce Park offers a robust schedule of events, programming and amenities for brand sponsorship opportunities.

Concerts



Dance Parties



Reading Room



Children's Playground



Film Screenings



Fitness Classes



Craft Corner



Markets & Festivals



Brand Partnerships

Sponsored Events



Park Sponsorships



Community & Philanthropic



Brand Partner

Media



Physical Space



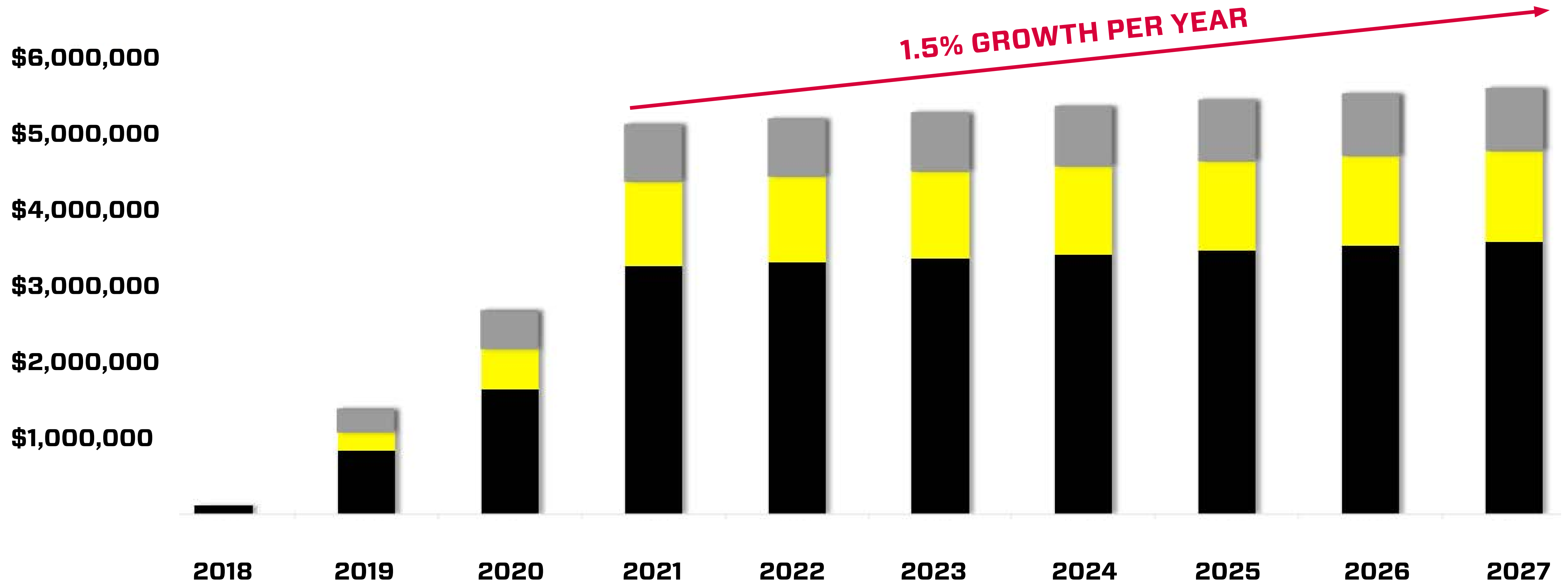
Brand Activation



Revenue Projection

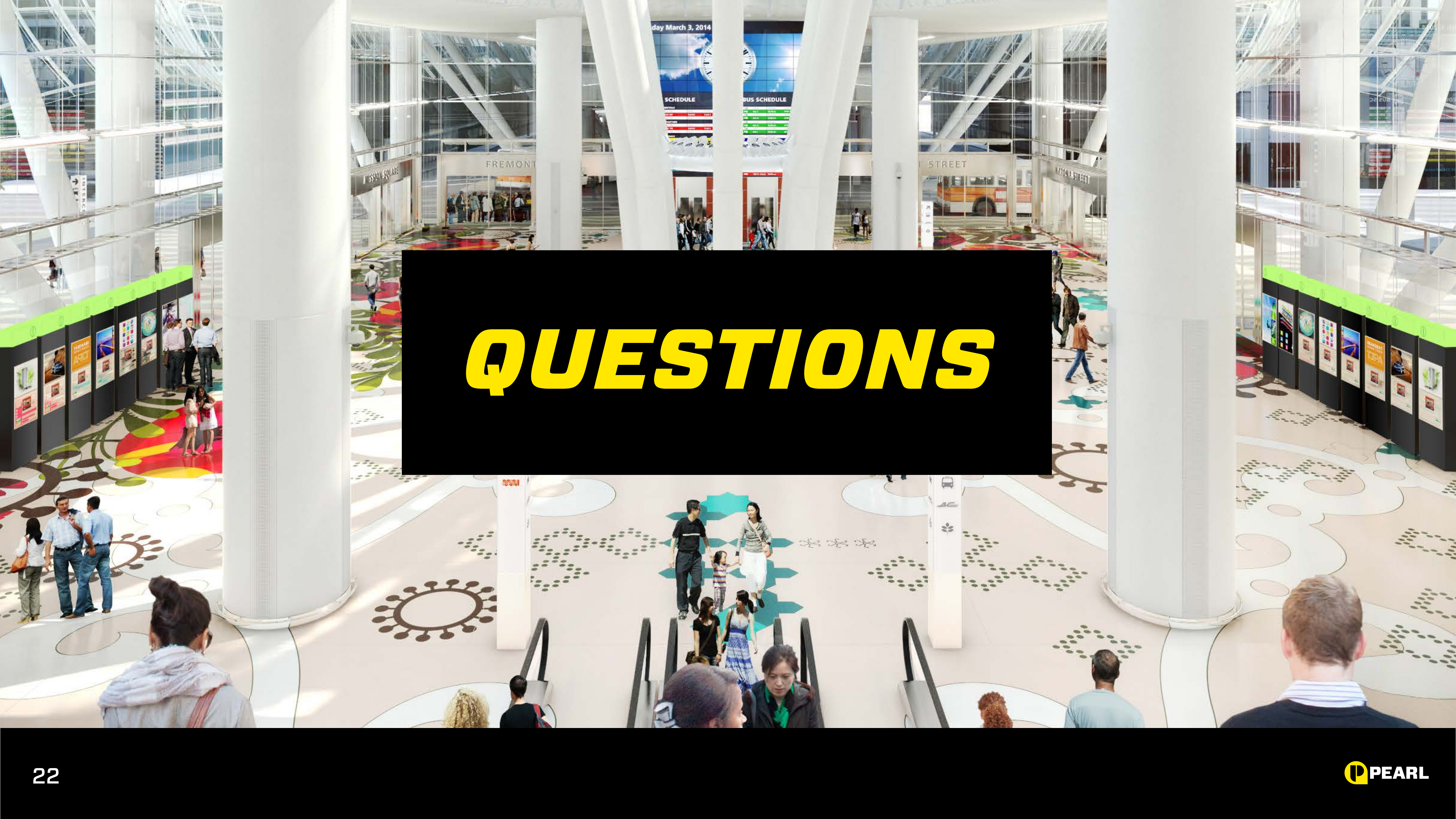
Salesforce Transit Center Promotional Platform (Gross Revenue by Year)

■ Digital Advertising ■ Experiential ■ Sponsorship



Timelines

	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
Transit Operator Coordination								ONGOING
Wayfinding Development								
Hardware Configuration (DS-570)								
Hardware Configuration (DS-780)								
Installation & Integration: Bus Plaza								
Installation & Integration: Full Center								
CMS Testing & Optimization								ONGOING



QUESTIONS

Thank you.



Joshua Cohen
President, CEO

Jen Almeida
Chief Operating Officer

Anthony Petrillo
Chief Revenue Officer

Daniel Odham
SVP, Production

Morgan Halstead
Technical Director