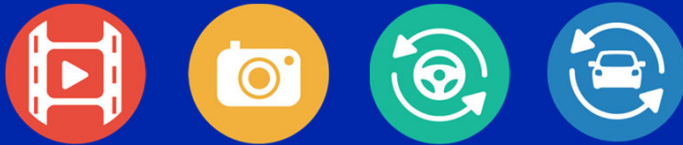




# Digital Asset Collection is evolving fast

Our perspective



CitNOW

www.citnow.com | © Zype TV Limited. All rights reserved.

3

# Images vs Video

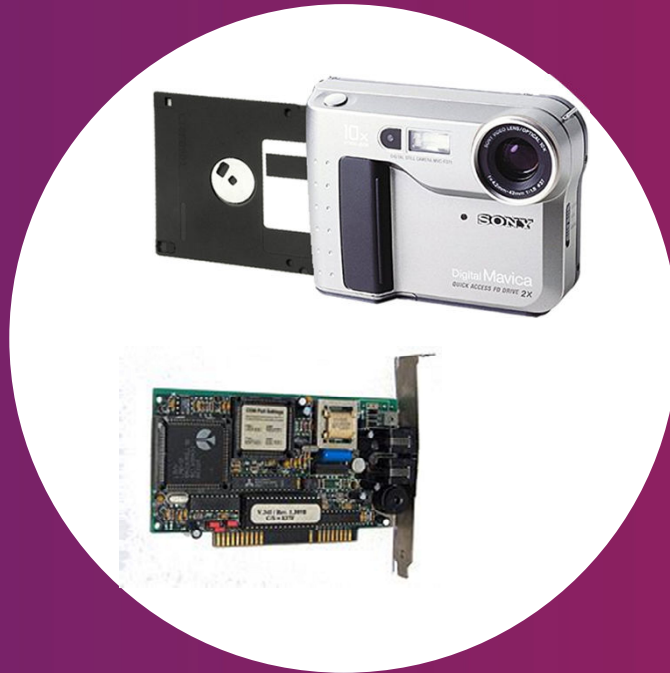
The last 25 years

CitNOW

www.citnow.com | © Zype TV Limited. All rights reserved.

4

The Year  
was 1996



Imagery  
options

5

You 

- Born Feb 14<sup>th</sup> 2005
- Sold to Google 2006
- 2<sup>nd</sup> most visited website in the world
- 14 years old
- Video is everything, everywhere and part of life
- Social first, business catching up
- What will the next 5 years bring?

6

## The year was 2008

- 'Live only' video service
- Honda proof of concept for used car enquiries
- It was too complicated
- But it worked and paved the way



 CitNOW


www.citnow.com | © 2018 Zype TV Limited. All rights reserved.

7

## Let's look at Retail

---

Present Day

 CitNOW

www.citnow.com | © Zype TV Limited. All rights reserved.

8

# Present Day Video – Retail Sales

Making an Enquiry



Arriving at the Retailer



Feeling understood



The first vehicle encounter



Desire for a test drive



The test drive experience



New car offer



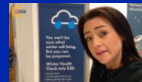
Part ex offer



Financing offer



Follow up



Committing to purchase



Waiting for delivery



Handover experience



Receiving unexpected appreciation



Being asked about satisfaction



Getting information regularly



9

# An evolution? Retail

Two photography options developed:

- 1) A managed service
- 2) Self service

AutoTrader

1996



CarGurus

cinch

AutoTrader

hey car

Modix Today

AA Cars

RAC Cars

ebay motors Gumtree

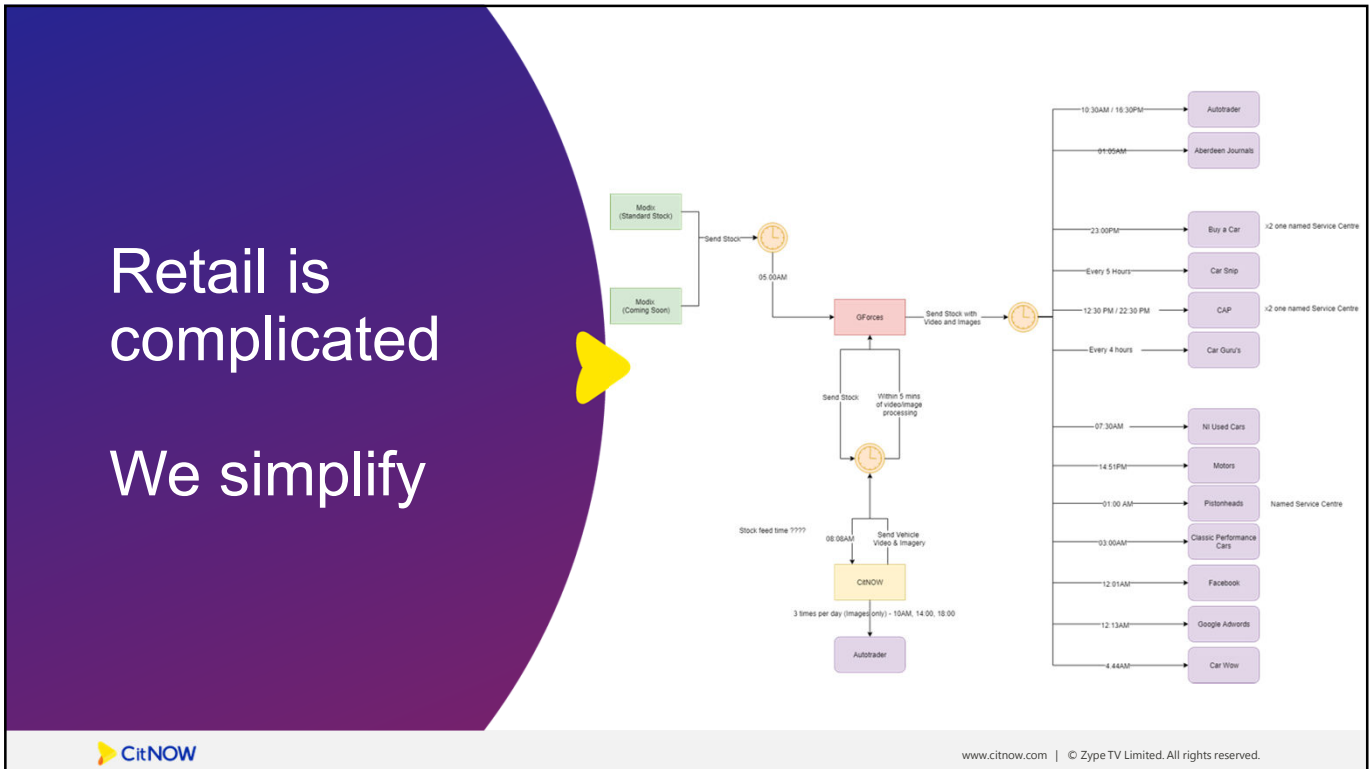
PistonHeads

Motoring.co.uk

bluesky interactive

GFORCES

10



11

Web

Our solution to 'uncomplicate' the decades of legacy imagery solutions that exist in the automotive industry.

And we added Video & 360 along the way

- ✓ Create a short video with brand-approved images and, optionally, 360s
- ✓ Clients can generate more credible enquiries
- ✓ Influence prospects, generate more visible leads, increase conversion ratios

www.citnow.com | © Zype TV Limited. All rights reserved.

12

**The latest standard:**

- 360 (Int & Ext)
- Unlimited Images
- Stock Video

Autotrader tend to set the standard

CitNOW www.citnow.com | © Zype TV Limited. All rights reserved.

13

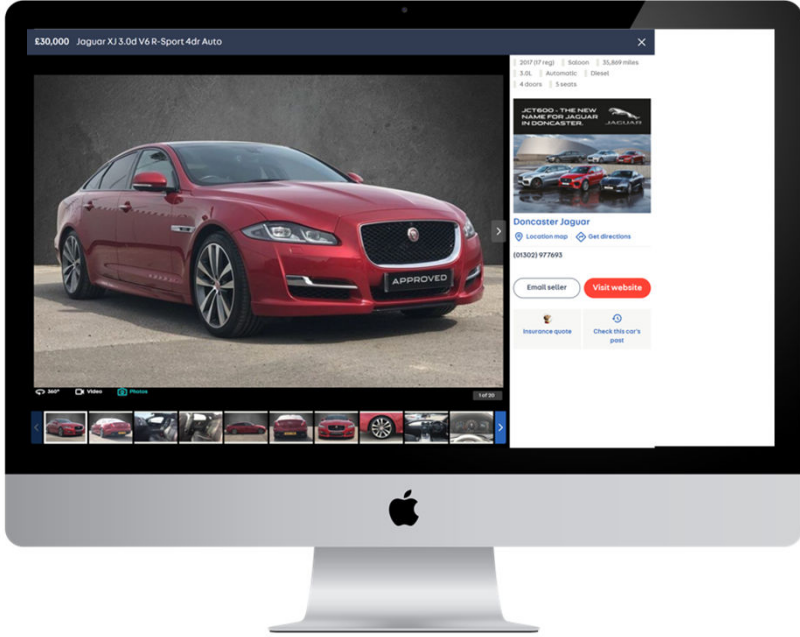
**The latest standard:**

- **360 (Int & Ext)**
- Unlimited Images
- Stock Video

Autotrader tend to set the standard

CitNOW www.citnow.com | © Zype TV Limited. All rights reserved.

14



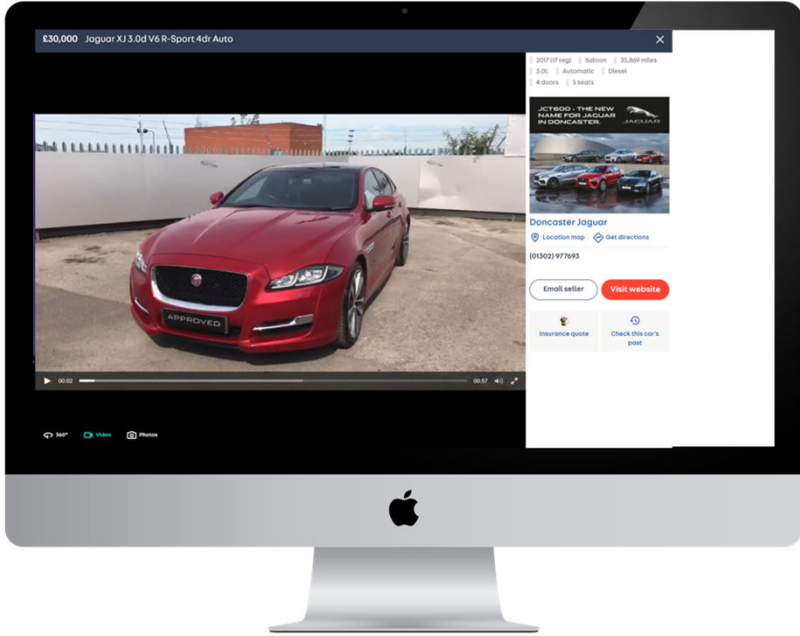
**The latest standard:**

- 360 (Int & Ext)
- **Unlimited Images**
- Stock Video

Autotrader tend to set the standard

**CitNOW** www.citnow.com | © Zype TV Limited. All rights reserved.

15



**The latest standard:**

- 360 (Int & Ext)
- Unlimited Images
- **Stock Video**

Autotrader tend to set the standard

**CitNOW** www.citnow.com | © Zype TV Limited. All rights reserved.

16


## How does that affect me?

- Retail is the hardest market to change
- The technology exists
- It's not about expensive cameras
- Franchised Dealers are inspecting vehicles today
- End of lease & condition assessment
- Asset collection at the point of de-fleet saves money
- Proven for customer satisfaction, trust and transparency
- Android or Apple


## What could you be doing?

My only personal opinion – there will be alternatives 😊

## My own personal experience



- Leased a car for my wife
- 12 months
- I know the company
- Here is my 'off-hire' process


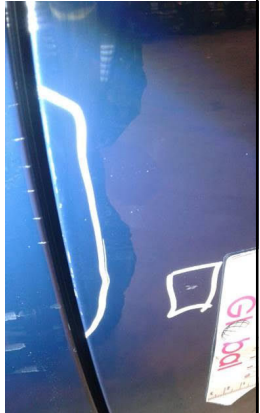

www.citnow.com | © Zype TV Limited. All rights reserved.


19

As we formally off-hire the MINI, there's just a few bits of bodywork we need to rectify, so I wanted to let you know before you see the off-hire note. In total, there are 6 items totalling £380.00 + VAT, but I have halved this as a gesture of goodwill to £190.00 + VAT. The breakdown is below.

- The **nearside rear wing** below we need to repair, which will be £65.00 + VAT.
- Also, the **offside front door** and wing needs a bit of attention with scratches through the paint, also £65.00 + VAT to rectify.
- There are two other areas on the car that require buff and repair but they're more minor in comparison and I don't want to pass any cost onto you unnecessarily, so I will goodwill these.

Both of the front alloy wheels are kerbed and require refurb, but again to reduce cost to you, we will only charge for one of these and extend the goodwill to the other.


www.citnow.com | © Zype TV Limited. All rights reserved.

20

# What could they have done to improve my off-hire experience?

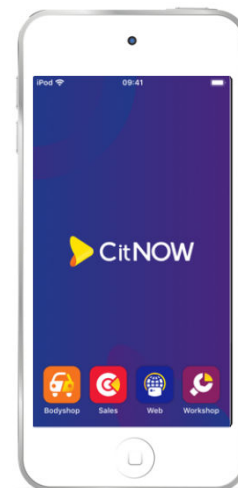
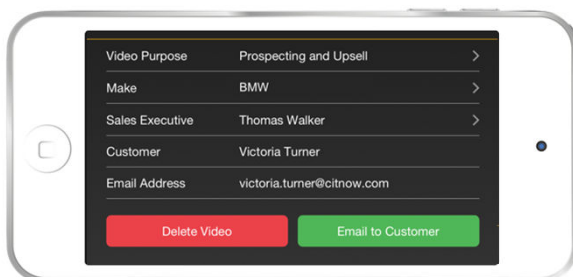


www.citnow.com | © Zype TV Limited. All rights reserved.

21

## The CitNOW services

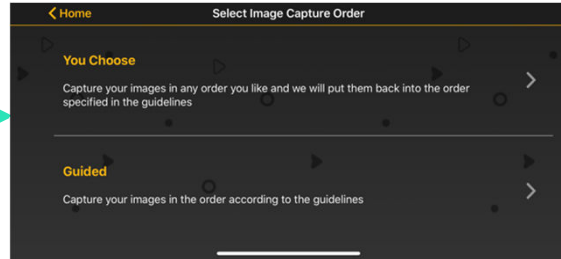
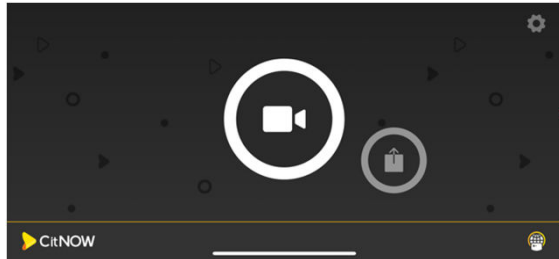
The exact process adapts slightly from app to app. This shows a basic Sales app Prospecting flow.



www.citnow.com | © Zype TV Limited. All rights reserved.

22

## It's quite easy to create your standard

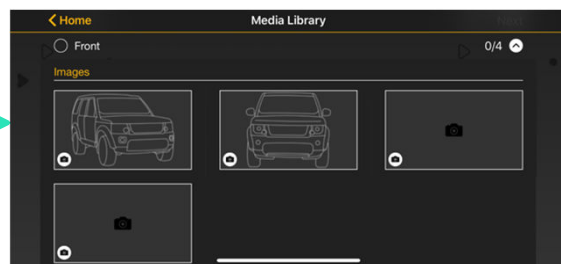
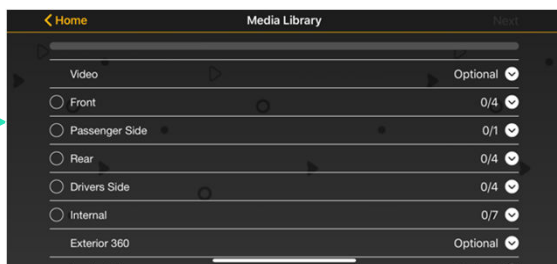


This example screens shows how the asset collector could start a new recording and select how they'd like to gather their assets: Either in their own order; or taken through the guidelines in a wizard like format.

Guidelines are created in advance, in accordance with your standard procedures.

23

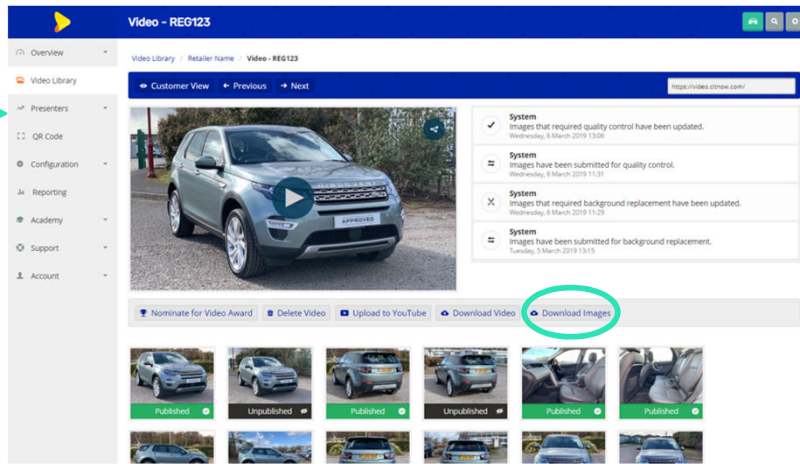
## Then automate the process



These images show the 'You Choose' option, where the salesperson runs through a shot list to gather all of the assets they need in an order that suits them.

24

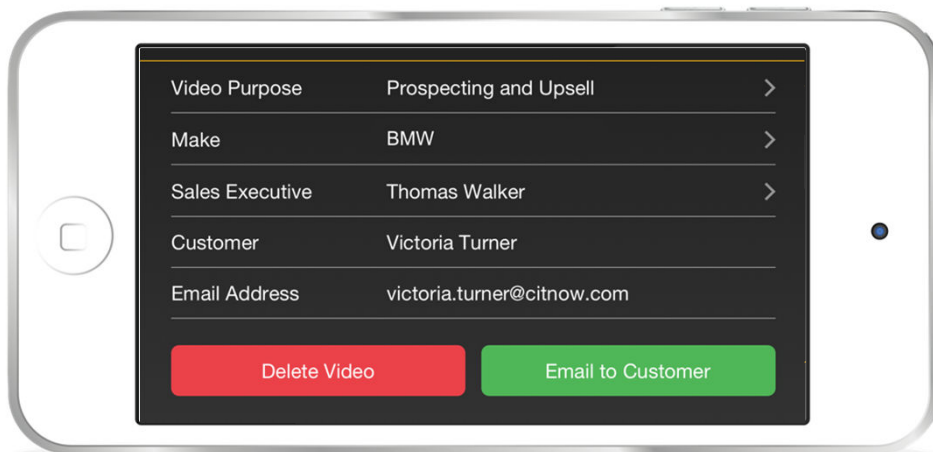
# The results – available instantly



Once all the images are gathered the set is uploaded to our servers, processed and available for download.

Where possible, the assets may automatically be distributed via an API

25



## Can you visualize this?

26

# Worried about Image Quality?



## iPod 6



**Wide** (24-28mm)



**Zoom** (2x digital)

# iPhone X



**Wide** (24-28mm)



**Zoom** (optical)



www.citnow.com | © Zype TV Limited. All rights reserved.

# Canon 5D DSLR



**Wide** (24mm)



**Zoom** (optical)



www.citnow.com | © Zype TV Limited. All rights reserved.



31



32



33



34



35

## What you could do next

Look at your existing processes, most adopt the 'squashed frog, flat kipper' inspection documents and random images collected on smart phones.

Look at automating the process, choose a provider and develop a process that created the trust and transparency of digital asset collection



36

# We call it Condition Assessment

Here are a couple of 'use cases'



www.citnow.com | © 2018 Zype TV Limited. All rights reserved.

37



60,000+ videos a month

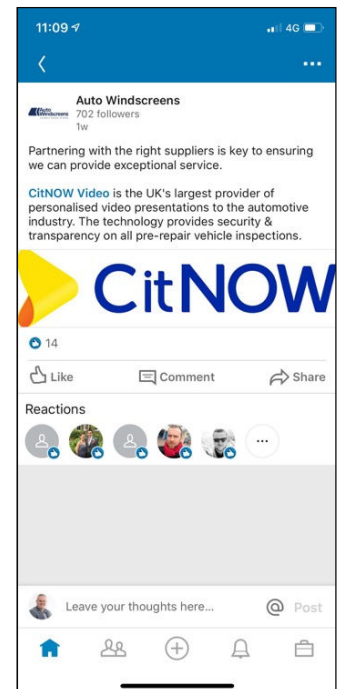
- They had an issue with damage
- Rising number of customer complaints
- Photographs weren't enough
- Transparency of video worked
- Each fitter has a smart phone that they use to carry out the condition assessments



Exceptional Service



Providing Security & Transparency



www.citnow.com | © 2018 Zype TV Limited. All rights reserved.

38

“as an on line auction provider we have managed to cut visits to our sites to visually inspect vehicles by

# 75%”

Andy Brown – MD, CD Auction Group



## CD Salvage Auction

DELIVERING EXCELLENCE

---

**The nature of salvage means customers need to see the vehicle close up and in the metal.**

- Weren't happy with previous photography only solution.
- Wanted to enhance visibility of product to potential buyers.
- Reduce buyers need to physically inspect.

✓

Customer satisfaction improved.

✓

Customers now confident to bid without physically seeing the vehicle.

✓

Helped win two major accounts since inception. (March 2019)






www.citnow.com | © 2018 Zype TV Limited. All rights reserved.

# Appendix

---

What do CitNOW do and for whom



www.citnow.com | © Zype TV Limited. All rights reserved.

# What is CitNOW?

We are the originators of the automotive video industry and we're specialists in it.

We provide **app-based digital asset solutions** to the automotive industry to create a more transparent and easy car buying, and owning, experience.

Using **smart video**, we answer business challenges for over 43 car manufacturers.

We are a **digital communication platform** that franchised dealerships love using.



www.citnow.com | © Zype TV Limited. All rights reserved.

41

## Personalised, brand integrated smart video and image solutions



### Sales

Take the dealership digitally to the motorist.



### Web

Quick and easy creation of all your digital assets.



### Workshop

Create trust and increase workshop conversions.



### Bodyshop

Protect yourself and upsell more.



www.citnow.com | © 2018 Zype TV Limited. All rights reserved.

42

Over 1,000,000 videos per month being created by our dealers

**Est 2008**

**8 International Offices**

**We only do Automotive**

 Live in **55 countries**

 **Over 9,500** installations

 Available in **31 languages**

 **43 OEM** relationships

 **100,000+** users

 **120 Video** servers

Private Equity Backed organisation

 [www.citnow.com](http://www.citnow.com) | © Zype TV Limited. All rights reserved.