



# Wisely Disrupting Media Traditions

Stockholm-based North<sup>2</sup> is reshaping the Digital Out-of-Home (DOOH) landscape by turning underutilized storefront windows into dynamic, cloud-connected advertising platforms. With a seamless, permit-free approach, North<sup>2</sup> empowers businesses to unlock new revenue streams by hosting sleek digital displays that integrate effortlessly into urban environments.

Designed for advertisers seeking a smarter, more adaptive way to engage audiences, North<sup>2</sup>'s network leverages AI-driven targeting and real-time analytics to deliver high-impact campaigns tailored to foot traffic, demographics, and even weather conditions. This innovative model creates a win-win scenario: retailers benefit from premium digital signage at no cost, while advertisers gain access to a powerful and hyper-localized media channel.

By bridging the gap between online precision and real-world visibility, North<sup>2</sup> is redefining what's possible in out-of-home advertising—making it smarter, more efficient, and more accessible than ever before.