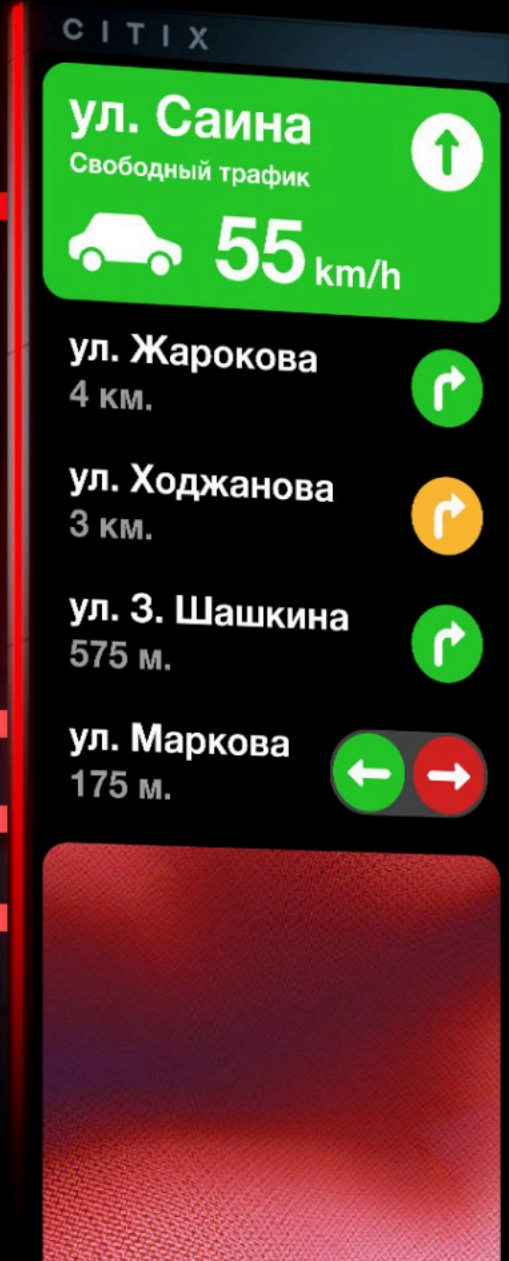


CITIX

43° 16' 12.00" 76° 54' 00.00"

# REINVENT PUBLIC SPACE



CITIX

# LEADER IN DIGITAL OUT-OF-HOME

A Kazakhstani tech company reimagining urban spaces with smart street technology — smart boards.

These boards blend advertising with Smart City solutions, creating a connected digital environment and delivering technologies that drive business growth.



# ADTECH ECOSYSTEM

## Our own HARDWARE solution

Smart digital billboards for urban areas.

## CITIX Panel

A full-service platform to manage your smart board network and advertising campaigns: placement, live monitoring, data analytics, content control, and performance reporting.

## Smart city

A smart widget library designed for seamless integration with city systems and private platforms.

## Creative production

Custom creative solutions designed specifically for smart boards.

## Data & Analytics:

Anonymized real-time data processing that delivers clear analytics and smart recommendations for ad placement optimization.

## Secure VPN channels:

End-to-end encryption ensures data is safe from leaks and hacks

# CITIX

Citix takes Digital Out-Of-Home advertising into the future with EYWA — a proprietary software platform unlike anything else on the market.

Thanks to smart boards, advertising is no longer a disruptive element on the road — it seamlessly blends into the urban landscape.

EYWA gives you full control over smart boards while ensuring maximum security and transparency through blockchain technology.



43° 16' 12.00" 76° 54' 00.00"

TomTom



Jerry



Jumbo



Arbat



Atakent



Arbat 4



# TOMTOM

Our flagship smart board — the most widely adopted and recognized format, valued for its social impact and proven effectiveness among advertisers.

Its dynamic content and cutting-edge visual effects capture the attention of both drivers and pedestrians alike.

Locations

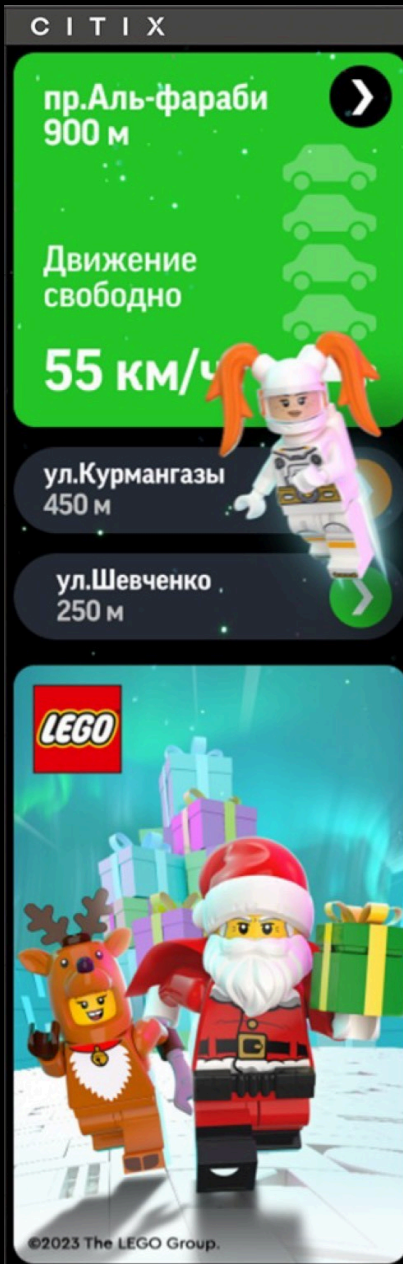
Almaty, Astana, Karaganda

Duration

8 seconds

Daily impressions

771



## Information block

Socially relevant information  
Advertising integrations

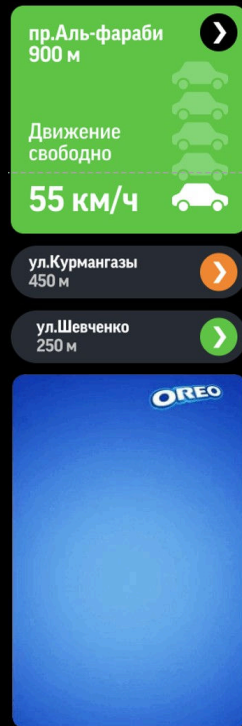
## Navigation block

Smart city navigation

## Ad block

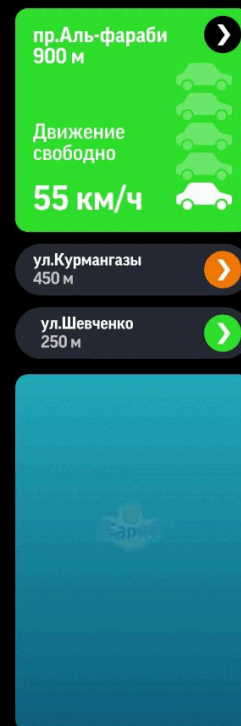
# PRODUCT LINEUP

## T Standard



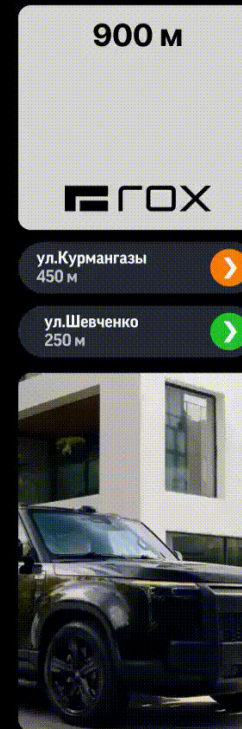
Placement in the ad block

## T Blue Magic



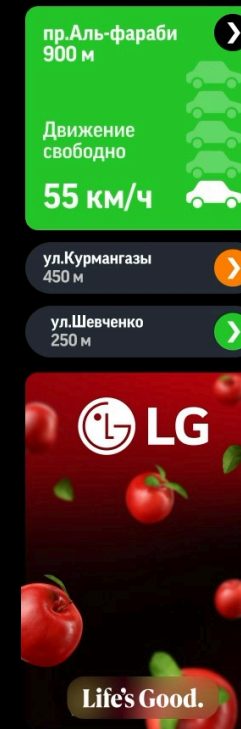
Turning navigation block into a creative communication tool

## T Info



Using the information block to deliver key brand messages through infographics

## T Space Cake



Using the entire TomTom surface to captivate and impress

# JUMBO

The ad block attracts attention with its 137 sq.m. surface, outstanding visibility from up to 710 meters, and a 120-degree viewing angle.

These features ensure that ad content is clearly seen from all directions of traffic flow.

Locations

Almaty

Duration

20 seconds

Daily impressions

350



# MAGIC MUPI

Combines three cascading screens that sequentially display ad content with a slight time delay between each.

**This 3-in-1 format** increases consumer touchpoints and extends attention on the message.

Locations

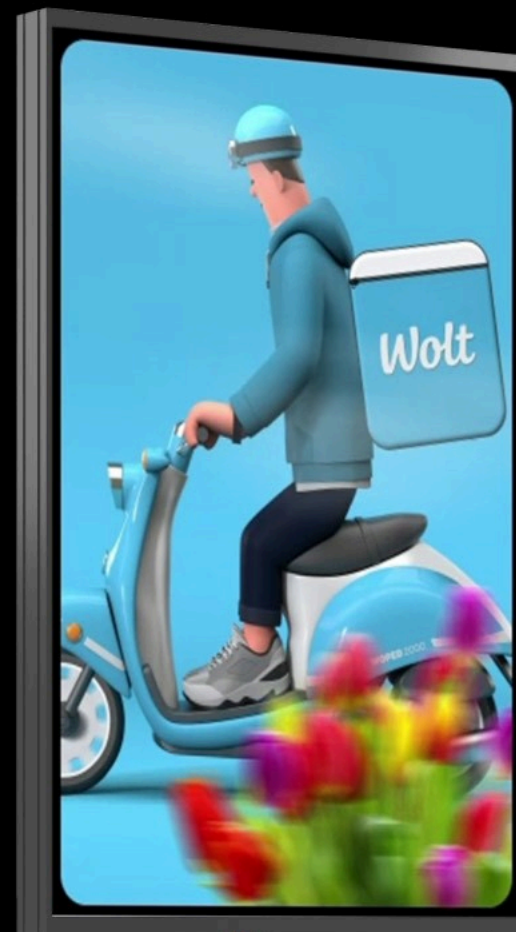
Almaty

Duration

8 seconds

Daily impressions

1050



43° 16' 12.00" 76° 54' 00.00"

# ARBAT

The first tech-driven complex in Kazakhstan built to broadcast 3D and immersive content. Excellō by Citix (Arbat) offers a unique perspective on what space, brand storytelling, and human interaction can look like.

Located on the city's most iconic pedestrian street, Excellō sits at the heart of Arbat — a vibrant area buzzing with people every day of the week, and especially during holidays.

Locations

**Almaty**

Duration

**15, 30, 45, 60 seconds**

Daily impressions

**170**



43° 16' 12.00" 76° 54' 00.00"



# ARBAT SYNC

## Arbat 3D

3D ad production and placement  
on a high-impact corner screen

## Arbat 2D

Synchronized rollout across two  
supporting screens



# JERRY

An interactive smart board tailored for pedestrians — that provides useful information to residents and tourists while unlocking new creative opportunities for advertisers.

Jerry is equipped with a camera, an emergency button connected to ambulance and police services, an NFC module for service payments, free Wi-Fi, and wireless charging.

Locations

Almaty, Astana

Duration

12 seconds

Daily impressions

600



43° 16' 12.00" 76° 54' 00.00"



X ONE

Мы  
СОЗДАЛИ  
МЕСТО  
ДЛЯ ВАШЕЙ  
РЕКЛАМЫ

CITIX

# XONE Magnum

43° 16' 12.00" 76° 54' 00.00"




# magnum

Magnum – largest retail chain  
in Kazakhstan

Advertising in Magnum helps brands enhance visibility, influence purchasing behavior, and build deeper customer engagement and loyalty.

 In-store advertising drives a **10–30% uplift in sales**

 70% of buying decisions happen **in-store**

 **100% chance** your ad will be seen by the shopper

**5 M**

Monthly purchases

**20 min**

Average shopping time



CITIX Technology 2025







Nº	WINDOW
1436	24
0078	37
0077	34
0612	04
0076	34
0611	04
0075	34


Nº
1436
0078
0077
0612
0076
0611
0075



Duration **30** seconds

Daily impressions per screen **90**

Average number of working days **21**

 Number of Public Service Centers

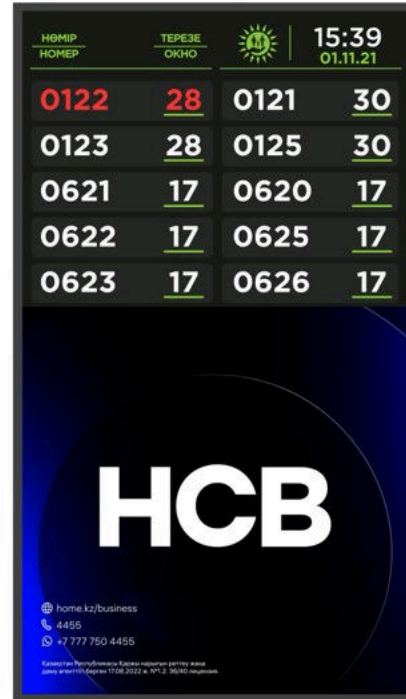
Almaty – 7  
Astana – 5

Number of screens  
Almaty – 91  
Astana – 54

# Placement formats



H-screen



V-screen

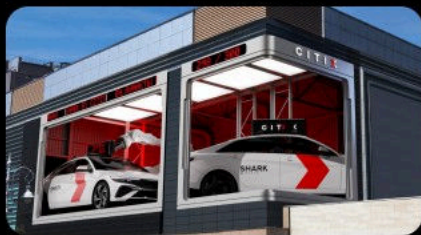


D-screen

# CITIX CREATIVE PRODUCTION

AdTech meets Creative Visual





250+  
3D проектов



20+ социальных проектов

10 000+  
2D роликов ежегодно

15  
интерактивных  
проектов

13  
креаторов  
в команде

# НАШИ КЛИЕНТЫ

>300

ЛОЯЛЬНЫХ КЛИЕНТОВ

LEXUS

KFC

OZON

MARS

Mondelēz  
International

m&m's

P&G



Coca-Cola

FERRERO



Unilever

NIVEA

SAMSUNG

TOYOTA

PEPSICO



AliExpress

DANONE

JAGUAR

allur

SONY

Haier

# НАШИ ПАРТНЕРЫ

>30

Крупнейших международных  
медийных агентств

dentsu

POZITIV  
MEDIA GROUP



havas  
media

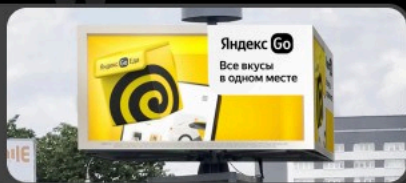
MINDSHARE

mediacom



# МЕЖДУНАРОДНЫЕ ПРОЕКТЫ

Беларусь  
Яндекс

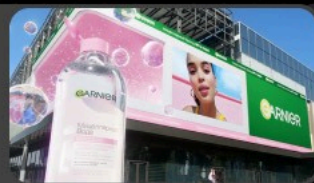


Грузия  
Pepsi



Турция  
Local campaigns

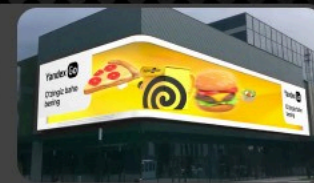
Азербайджан  
Garnier



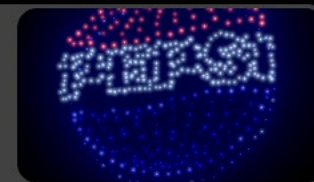
Россия  
Haier



Узбекистан  
Pepsi, Яндекс



Кыргызстан  
Pepsi



Пакистан  
InDrive



# УСЛУГИ

## CGI | VFX

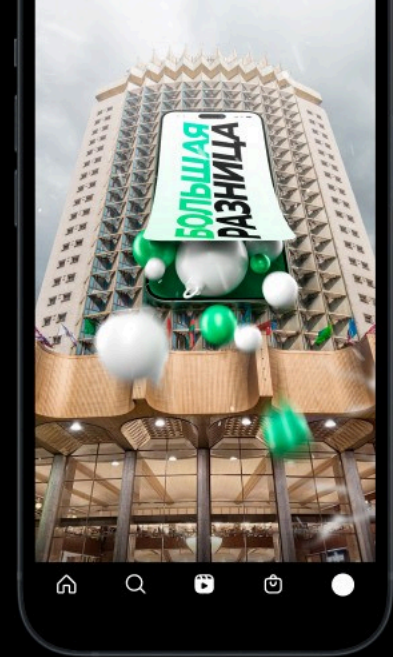
2D and 3D motion design  
Character animation  
Product Animation  
XR (MR) - Viral Reels

## Technologies

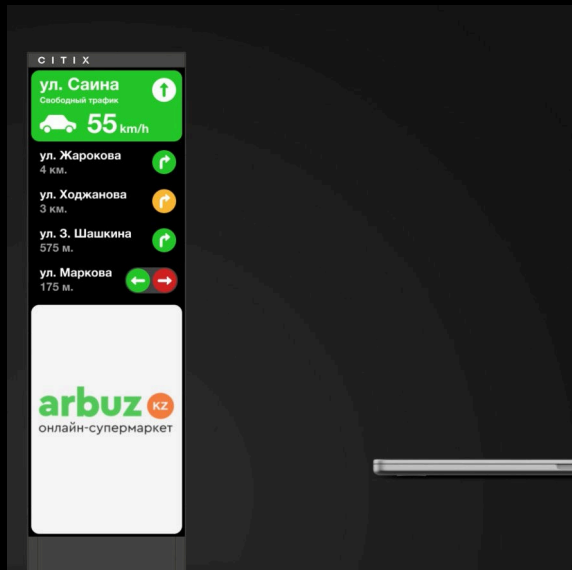
AdTech  
DOOH Games  
Interactive DOOH  
Laser Shows

## Creative

Omniformat campaigns  
Art direction  
Creative direction  
Creative Strategy  
Concept design  
Copywriting



Blue portal



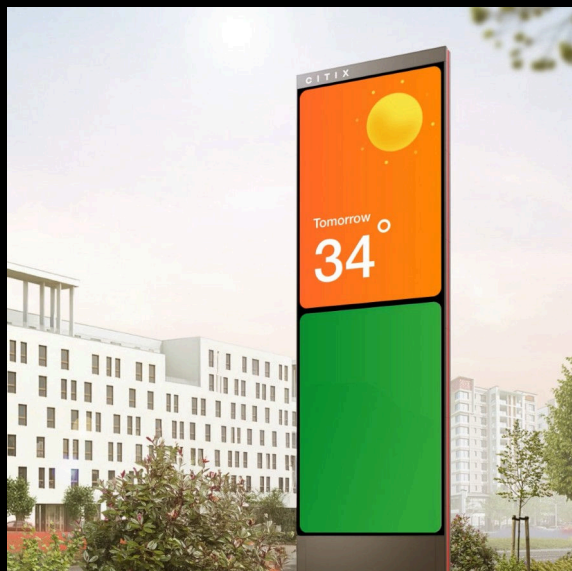
XR



3D



DCO



# 2D ANIMATION


Standard

Blue Magic

Space Cake

CITIX


50 м



ТРЦ

ул. Попова  
575 м.

ул. Тимирязева  
175 м.



CITIX


пр. Аль-Фараби  
900 м

Движение  
свободно

55 км/ч

ул. Курмангазы  
450 м


ул. Шевченко  
250 м



©2023 The LEGO Group

CITIX


350 м



Dostyk Plaza


ул. Курмангазы

ул. Шевченко



CITIX


300 м



пр. Сейфуллина


ул. Курмангазы

ул. Шевченко



CITIX


300 м



пр. Сейфуллина


ул. Курмангазы

ул. Шевченко



CITIX

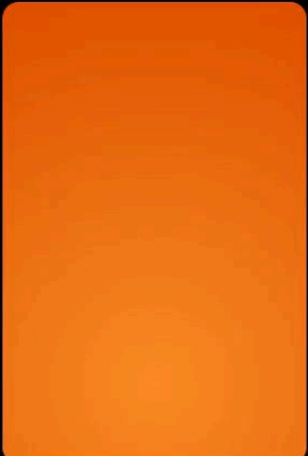
300 м



пр. Сейфуллина

ул. Курмангазы

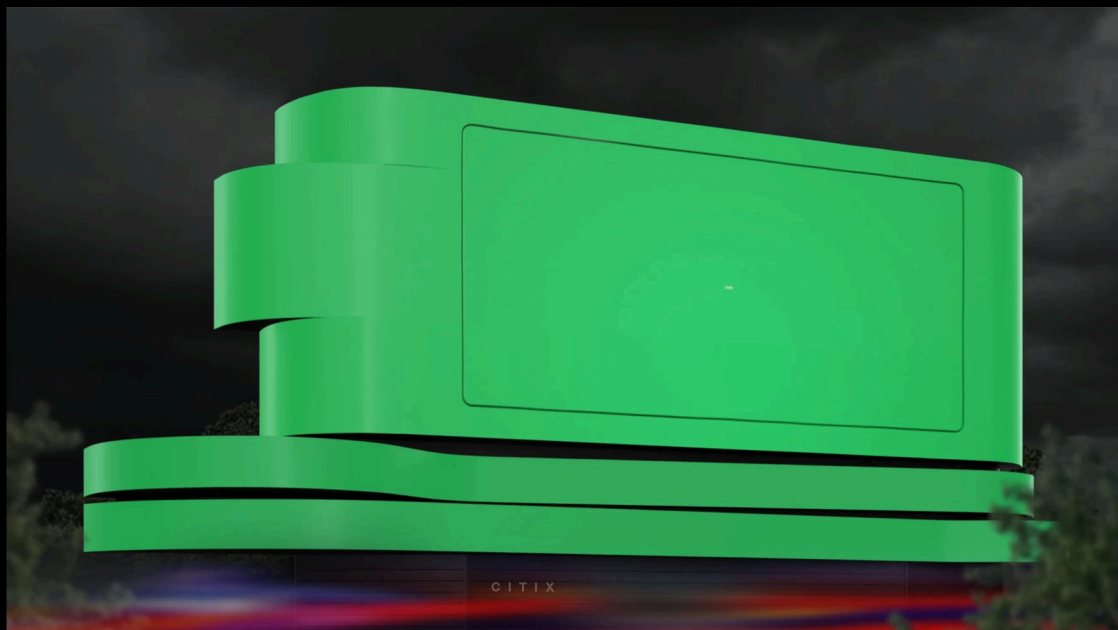
ул. Шевченко



# DCO

## Dynamic Creative Optimization

Реклама адаптируется к погодным условиям, времени дня и определенным датам.



Жарко

Дождь

Пасмурно

CITIX

300 м

↩

пр. Сейфуллина

ул. Курмангазы >

ул. Шевченко >

17°

У ЖАЖДЫ  
НЕТ  
ПОГОДЫ!

12°

ДОЖДЬ  
КАПАЕТ  
НА МОЗГИ?

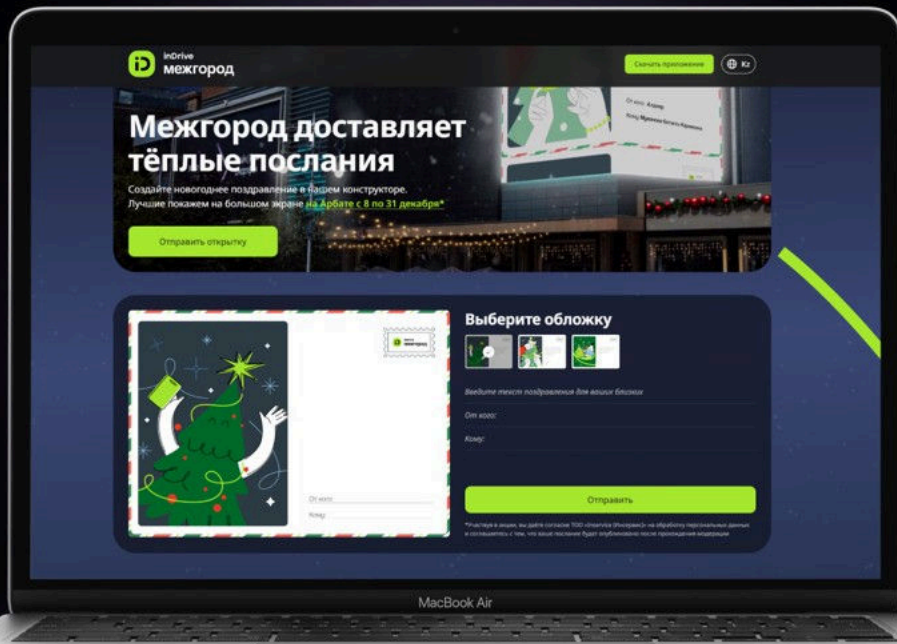
43° 16' 12.00" 76° 54' 00.00"

# BLUE PORTAL

ПО интегрируется с соцсетями, приложениями, сайтами и другими сервисами, выводя контент на экраны в реальном времени.

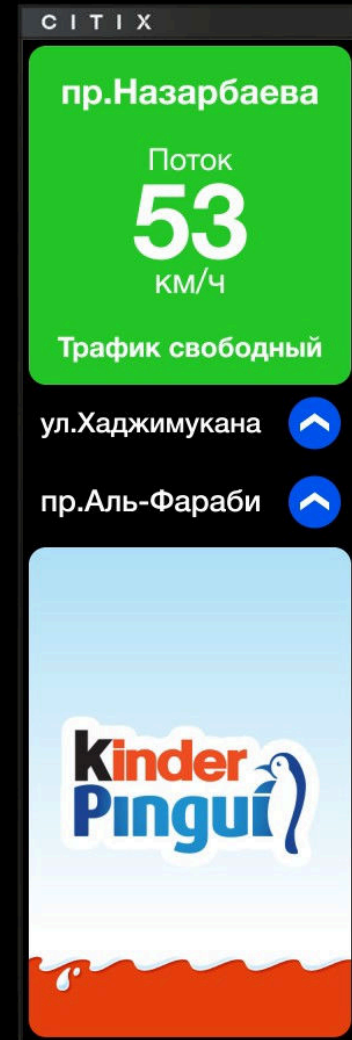
## InDrive

Интеграция с landing page



## Kinder

Интеграция с Telegram ботом



# SMART CITY

Синхронизация информации из Smart City виджетов с контентом в рекламном ролике.

CITIX

ZEEKR

600 м.

**Type-2**  
(22 kWh)  
Ул. Розыбакиева, 247а,

**GBT** (7.4 kWh)  
Ул. Оспанова, 83/25

**CCS2** (120 kWh)  
Мкр-н. Мамыр 1, 8а

ZEEKR

CITIX

FIFA WORLD CUP  
Qat. 2022

**Финал**  
**LIVE**

Германия Франция

3 1

HYUNDAI

FIFA WORLD CUP  
Qat. 2022

Әрқайсысымыз ұлы  
жеңіске қол жеткізе  
аламыз.

CITIX

Диоксид азота  
NO2

**СРЕДНИЙ**  
уровень

**TOSHIBA**

Что сегодня  
с воздухом?  
Включай очиститель!

TechnoDom.kz  
Все делаем с любовью!

**369 990 ₸**

CITIX

пр. Аль-Фараби  
900 м

Движение  
свободно

**55 км/ч**

ул. Курмангазы  
450 м

ул. Шевченко  
250 м

**АЛЬ-ФАРАБИ  
СТОИТ**

Скорость трафика

**37 km/h**

**TELE2 5G**  
выгодно отличается

CITIX

**А ИНТЕРНЕТ  
ЛЕТАЕТ**

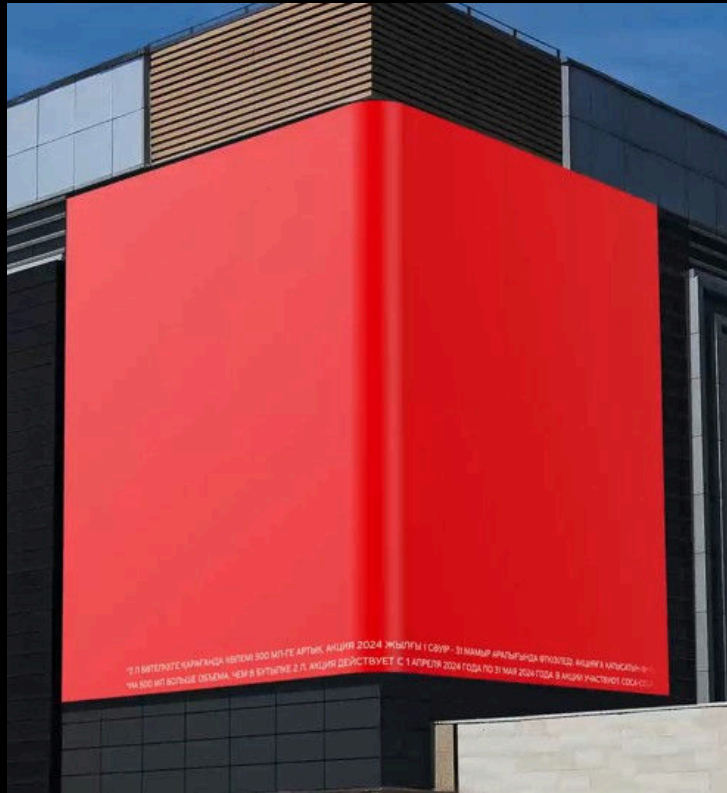
Скорость интернета

**300** Мбит/с

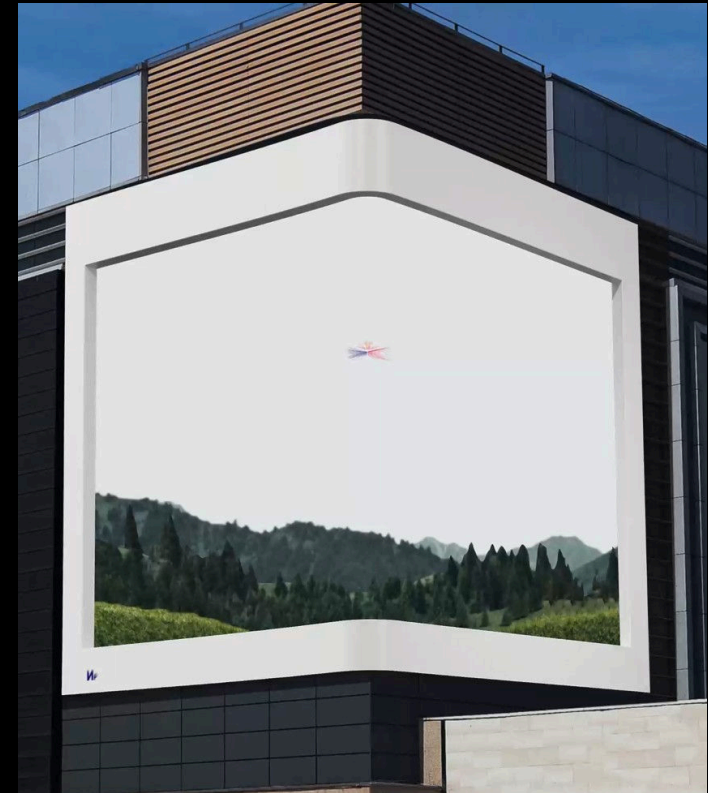
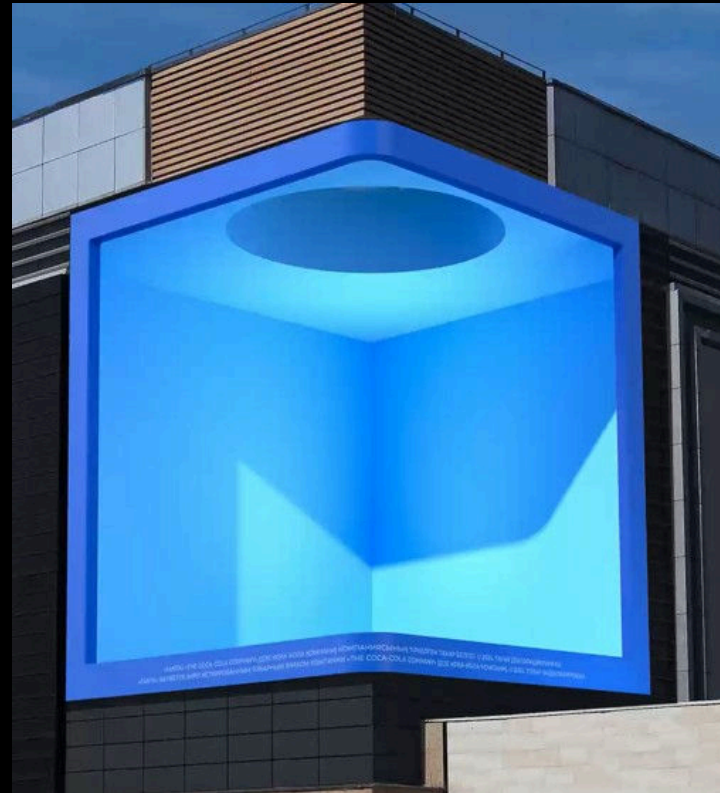
**САМАЯ БЫСТРАЯ  
МОБИЛЬНАЯ  
ИНТЕРНЕТ**

**TELE2 5G**  
выгодно отличается

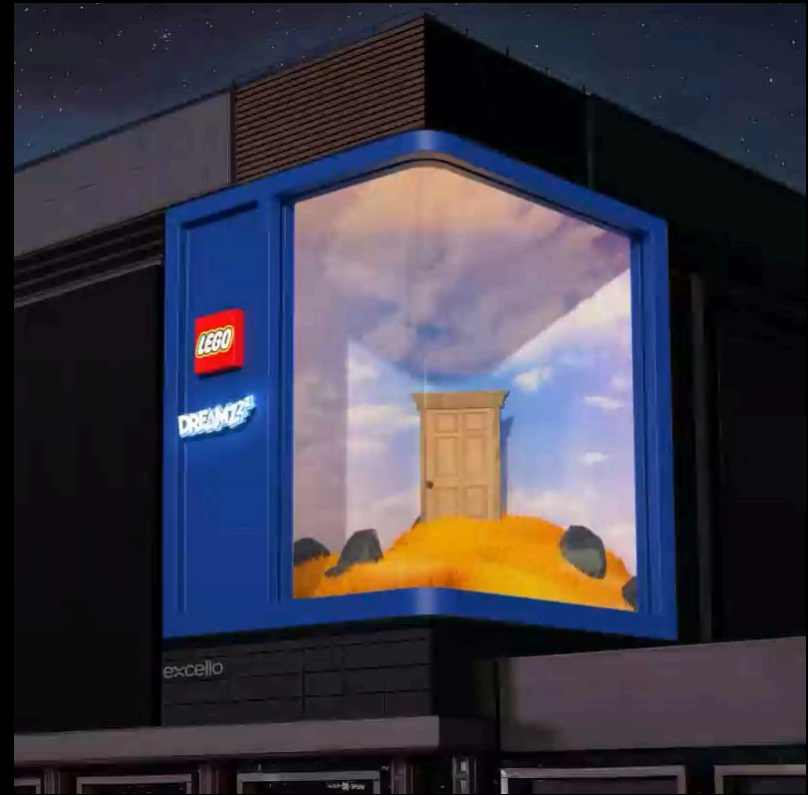
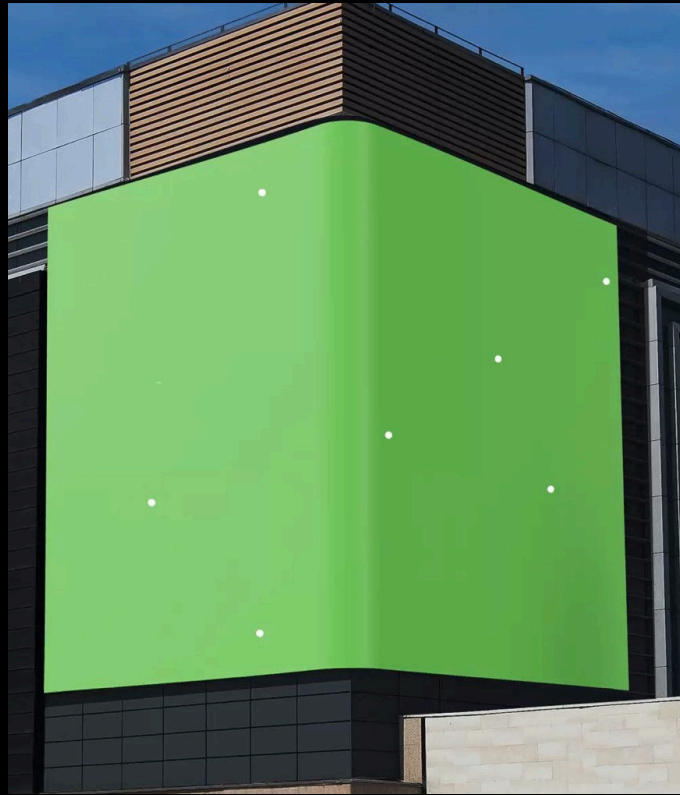
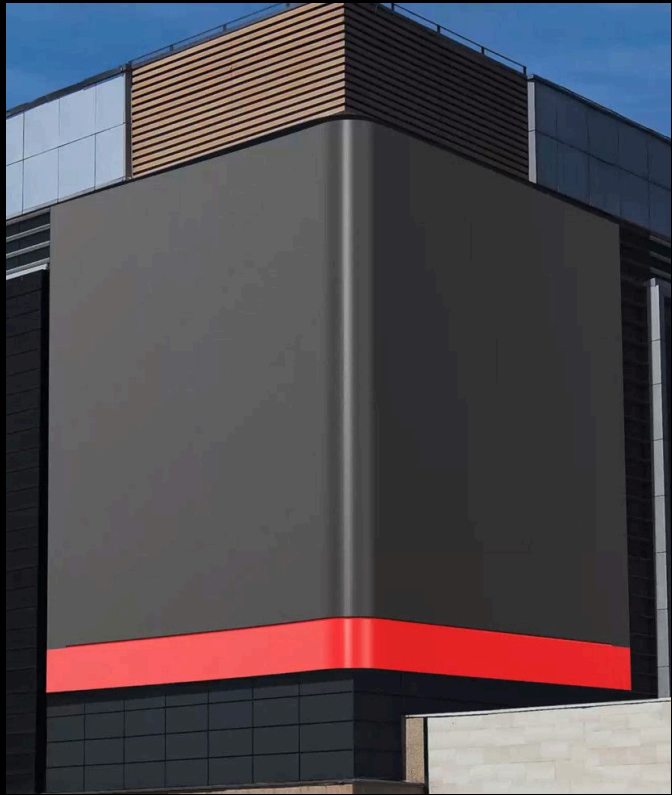
# PRODUCT ANIMATION



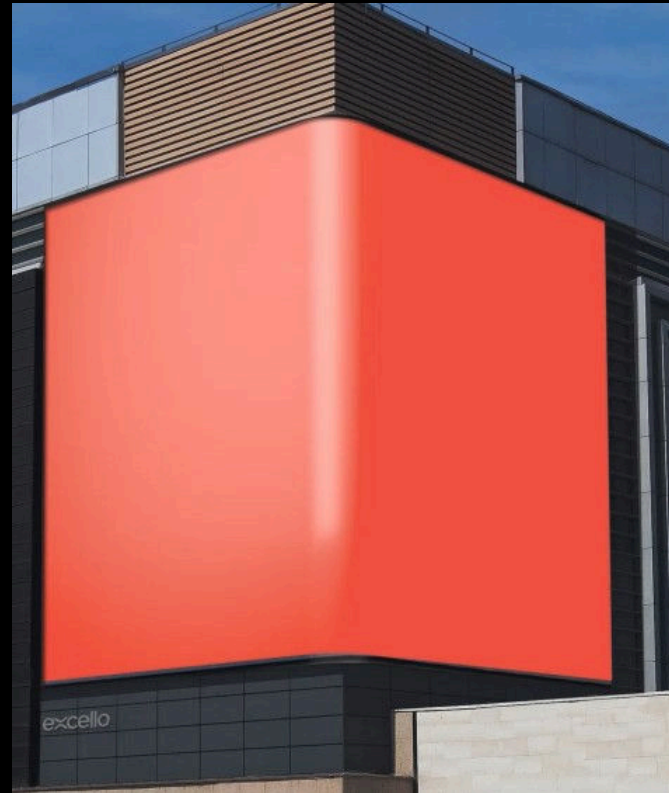
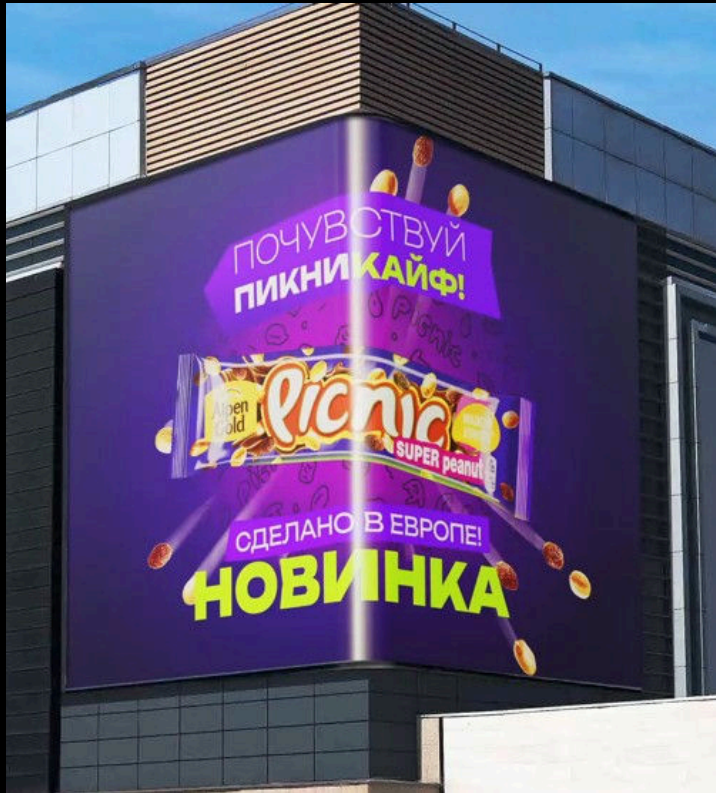
# PRODUCT ANIMATION



# CHARACTER ANIMATION



# CHARACTER ANIMATION



**15% Б**  
дисконт

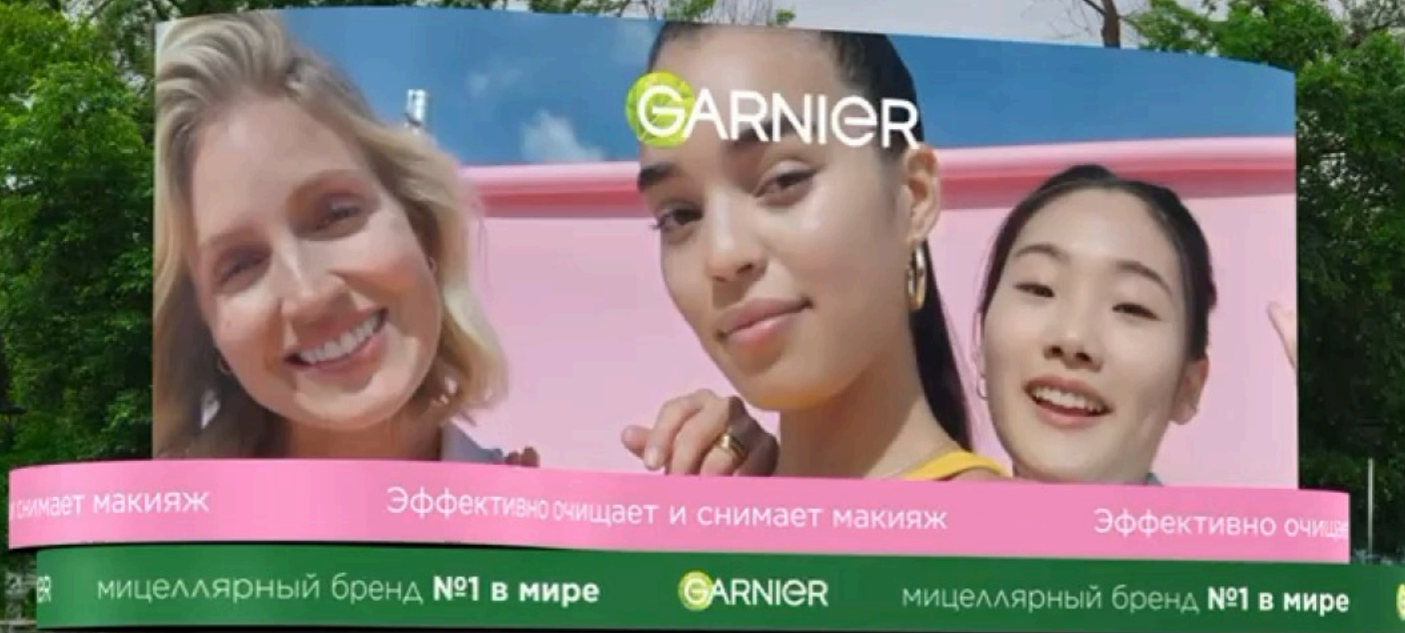
**KASPI ЖҰМА**  
**0·0·24**  
8-10  
қараша | ноябрь

**KASPI ЖҰМА 0·0·24 8-10 қараша | ноябрь**

**KASPI ЖҰМА 0·0·24 8-10 қараша | ноябрь**

CITIX





CITIX



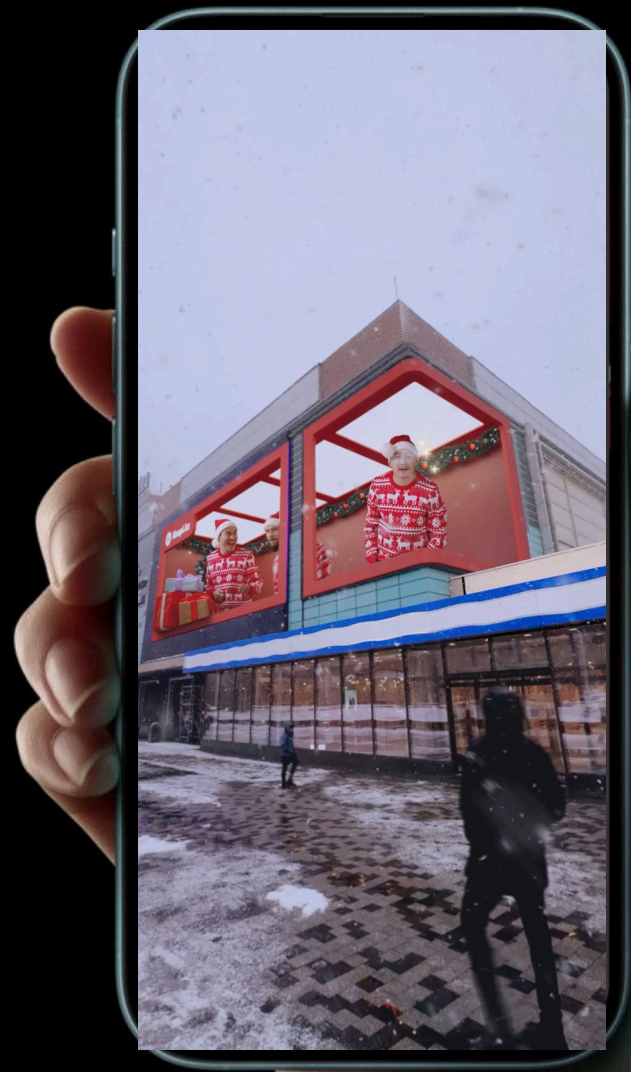
**Kinder**  
**bueno**

Kinder bueno Kinder bueno Kinder bueno Kinder bueno Kinder bueno Kinder bueno

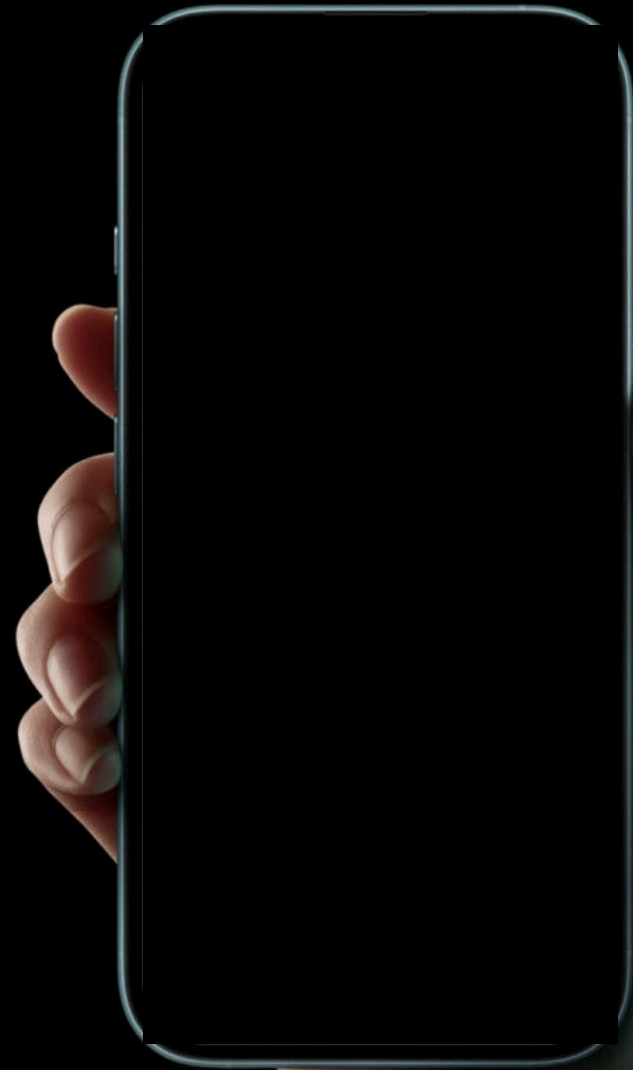
МОЛОЧНЫЙ ШОКОЛАД ИЗЫСКАННЫЙ ДЕКОР ХРУСТЯЩАЯ ВАФЛЯ НЕЖНЫЙ ОРЕХОВЫЙ КРЕМ

CITIX

# XR



# XR



# TWIX BTL

Впервые в Центральной Азии 3D-экран Citix объединён с интерактивной офлайн-зоной — создавая игровую атмосферу, стирающую границы между цифровым и реальным миром.



43° 16' 12.00" 76° 54' 00.00"

# CITIX X VENOM

3 города, 100+ смартбордов, первый в Казахстане интерактив в DOOH. Самый кассовый фильм Sony в Центральной Азии по итогам рекламной кампании.

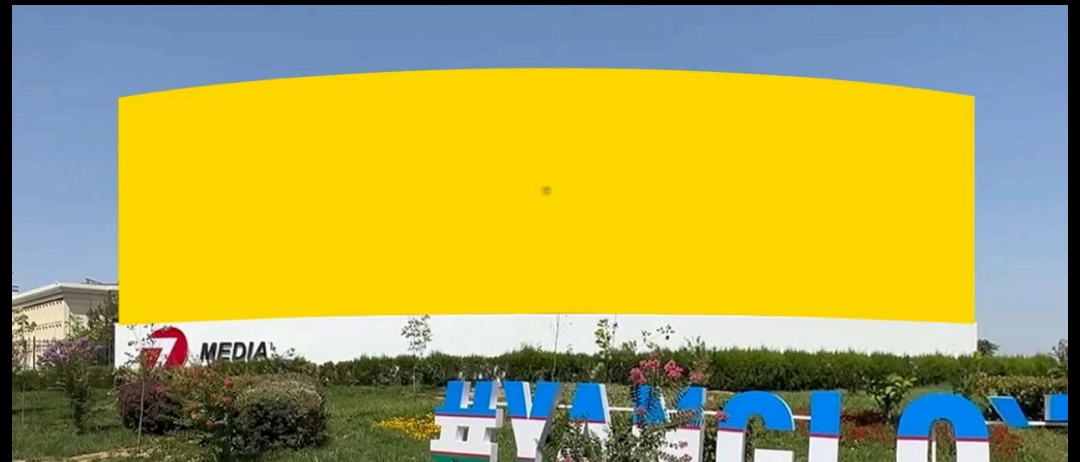
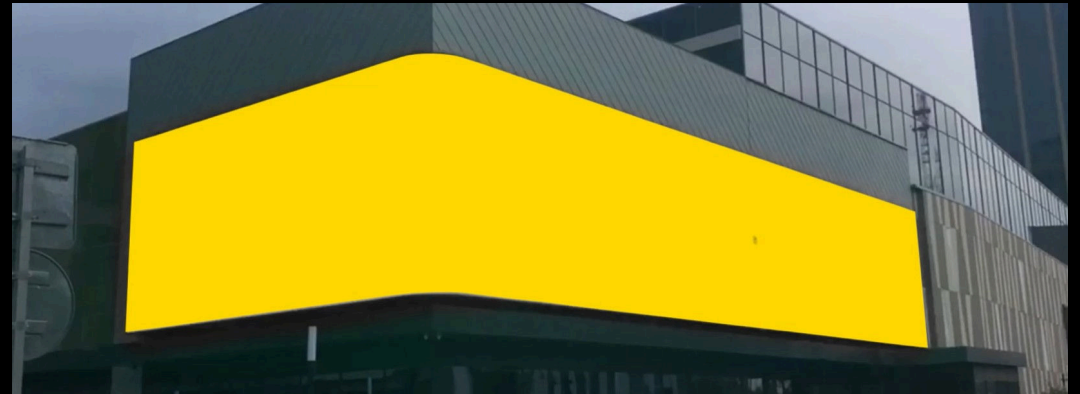


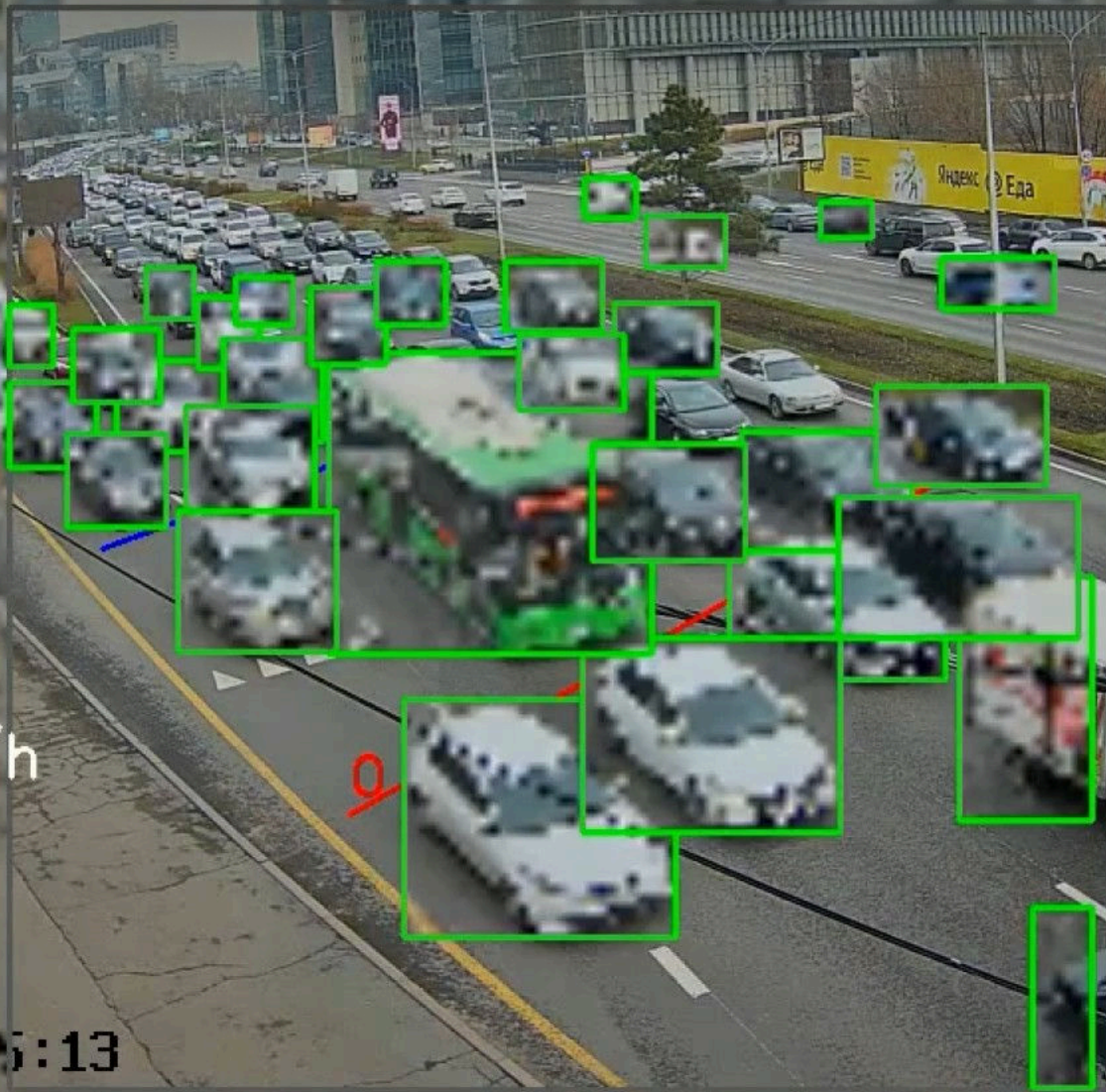
# CITIX X KASPI

Первый в регионе 3D-проект с интеграцией реальных персонажей и музыкального сопровождения



# YANDEX FOOD



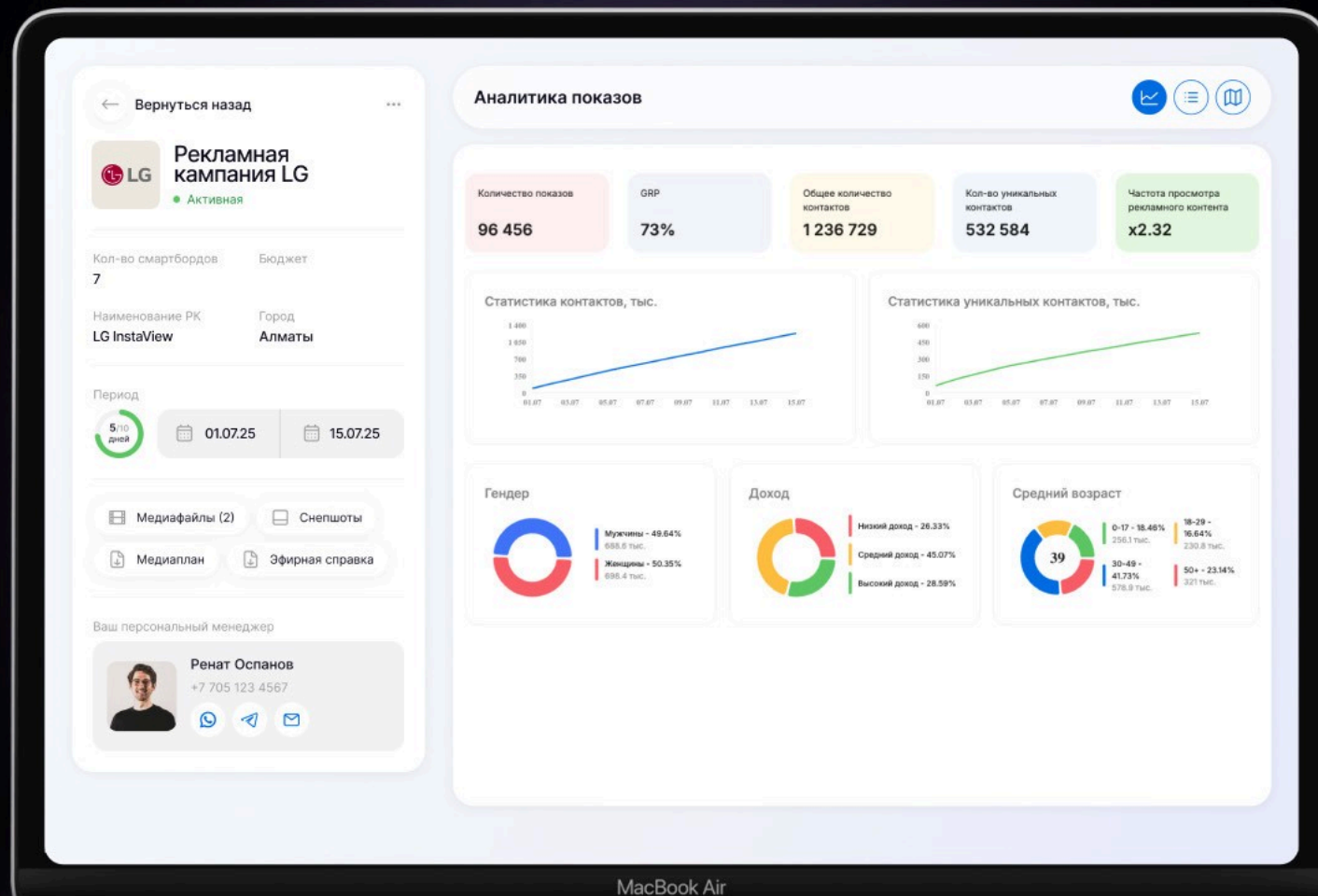


Board: 24  
Count: 7  
Type: bus  
Speed: 20.04 km/h

196074  
+ 23 03 2025 Fri 15:13

# CITIX PANEL

online product monitoring  
and management system



LET'S  
REINVENT  
TOGETHER