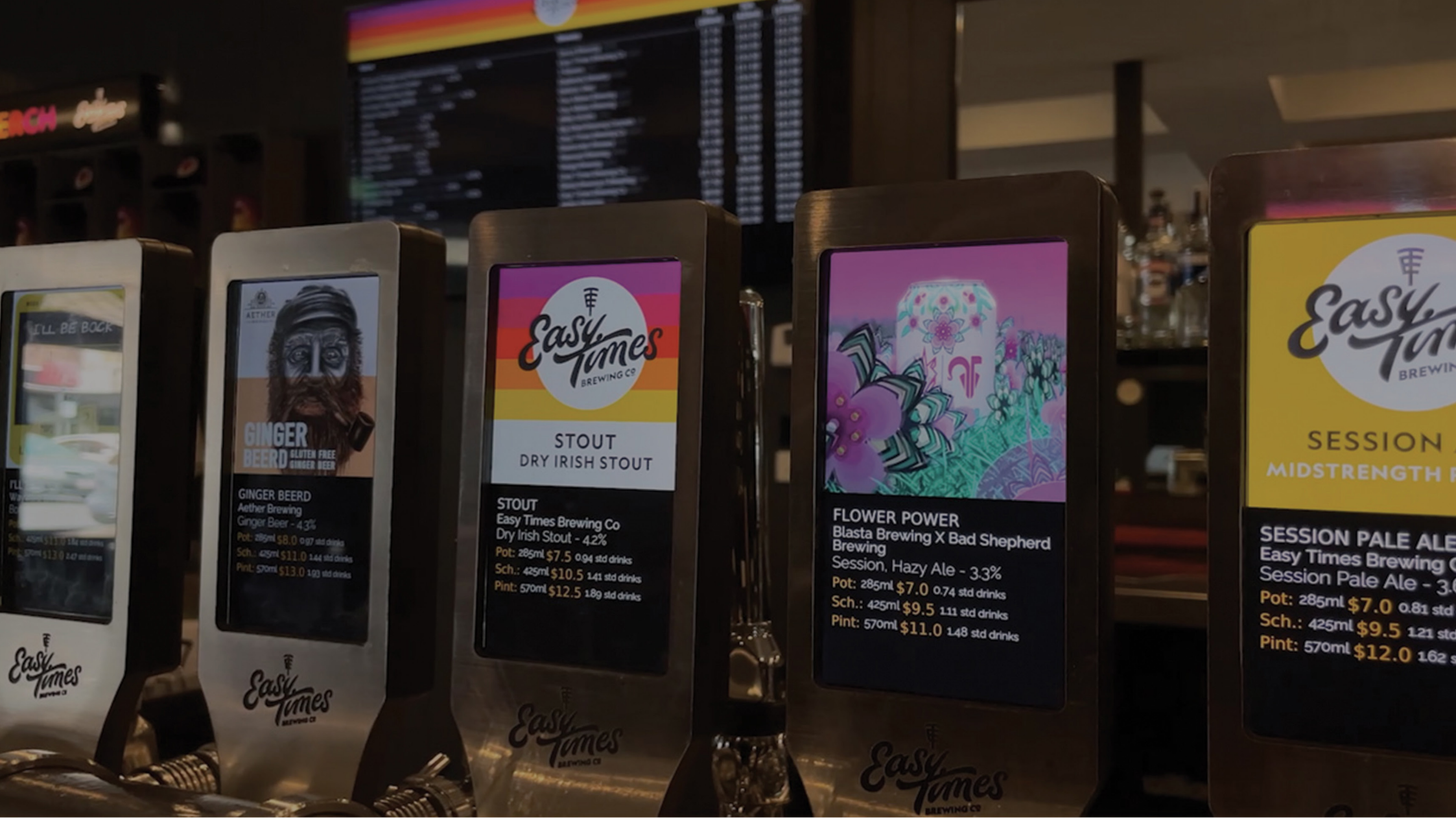


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CRAWLMEDIA

Innovative Solutions for the Hospitality Industry

October 2026

CRAWLMEDIA PRODUCTS OVERVIEW

Crawl Media's flagship innovation is a delivery platform. We connect breweries, bar owners and patrons in a relevant, real-time, meaningful way. As both a B2B and B2C innovation, Crawl Media offers its core products:

DIGITALDECAL

Digital Decals *(product in market)*

Brand Activation at the Tap. Digital Decals are the interactive tap decals that allow breweries and bar owners to upload digital information regarding each beer. The Digital Decal becomes the marketing tool that enhances brand presence to patrons and takes away the promotional onus from bar staff.

We are the inventors, first to market and have global patents.

BEERCRAWL

Beer Crawl *(product in market)*

As a B2C initiative, Beer Crawl is a virtual beer tour travel companion that allows patrons to discover your venue. It allows them to log their own tastings, location visits, health stats including consumed calories and standard drinks.

The real power of Beer Crawl, however is in the back end... our Bar Management system.

LiveMenu

Live Menu *(product in market)*

Live Menu is a fully customisable television and tablet menu system for in-house promotion of drinks, food and specials or other content.

Live Menu allows for full integration between the bar and allows for specials and/or last-minute menu changes to be updated with ease.

KEGSCALES

Kegscales *(product in development)*

Kegscales is a non-intrusive Wireless keg monitoring system.

Any sized keg can be placed on to the Wireless Kegscale and integrates with the Rear Decal to provide a real-time monitoring system for volume. This will ensure that kegs don't run dry without notice and it can also integrate into existing stock management systems for ease of re-ordering.

Just as a concierge is to the hotel industry, Crawl Media becomes a virtual concierge for the beer market – central innovative, digital media solutions that create maximum brand activation and real-time customer engagement. Crawl Media represents innovation in the development of systems for the hospitality industry and is set to revolutionise the way that breweries, bar owners and patrons interact within the beer market.

We are a 100% Australian team offering quality service and support.
Products are Australian designed and made.



DIGITAL DECAL





Digital Decals – bar tap decals that allow bar owners to upload digital information regarding the beer that is assigned to a particular tap. The Digital Decal becomes the marketing tool that enhances brand presence to patrons and **takes away the promotional onus from bar staff.**
No need for patrons to ask, "I'm driving and need something light", as all information regarding beer specifications, pricing, alcohol content and standard drink is displayed on the Digital Decal.

They are stylish, engaging and complement any style font in any bar or brewery.

We have created a ***new media*** platform that allows breweries to advertise at the pump. Brand activation at the tap, which converts to sales.

- Streams video advertising
- Saves bar staff time when busy
- Steers eyes away from the herd
- Takes promotional onus away from bar staff
- Displays glass size, price and standard drinks
- Over The Air (OTA) software updates
- Split & full screen modes on Gen 2 decals
- Licensing & management system
- Optional Facer kits & Cable Management

DIGITAL DECAL FEATURES

How beers are added

1. Venue manager logs into Beer Crawl
2. On first setup, they assign the glass sizes they serve
3. Adds beer to the 'on deck' list
4. Assigns beer to a bar and tap number
5. Sets prices

   Any saved change will update the decal anywhere in the world within about a minute.

The Digital Decals show customers information that is 100% relevant to now. The decals instantly show information with regards to the beer, glass sizes, pricing etc. and an interactive QR code can be scanned for more detail...
And don't forget animated decals make a beer POP!

This provides patrons with real-time contact with the brand, without having to ask – when it is busy, is a significant advantage to both the customer and bar staff.

Themes & Views

Opt for Full Screen (maximum impact for Brand Activation at the Tap; Gen 2 decals, being released), or Split Screen

Licensing and management system

We have a state of the art management system allowing you to control content on the digital decal 24/7 anywhere in the world (with internet). This enables updates of image or video for the beer graphic / advertisements / ...pricing and a whole lot more..
The monthly licensing fee is only required if you want access to these features.
Just want to use the decals to display a specific animated decal - or for trade shows or festivals? No problems! Simply activate the licence when you need to update them!

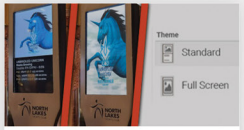
A monthly licence is only needed when you want to change what a decal shows.



High Definition Video
Super crisp 1080 x 1920px High Definition. The decals can display JPG, Transparent PNG and MP4 video with 24 FPS (Frames Per Second).



2.4 GHz & 5 GHz Wireless
5 GHz For simple connection to your venues Wi-fi. Upgraded Extended antenna for superior wireless connection in most environments.
v2 model only



Themes
Opt for Full Screen (maximum impact for Brand Activation at the Tap), or Split Screen (top shows Decal art / bottom shows pricing & promotion slides).
v2 model only



Slides
The decal artwork always displays at the top. The bottom section shows the beer details. You also have the ability to display different content here via 7-second 'slides'.



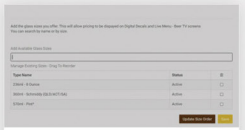
Advertisements
Opt to display an image at bottom section of decal. Lease this space for extra revenue or promote upcoming events!



QR Code
Allow patrons to quickly pull up details of the beer on tap!



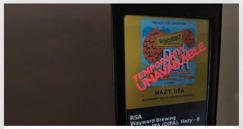
Orientation
Decals can display updide down.



Glass Sizes
Assign the glass sizes you serve. Done once during setup, this allows prices to be added and standard drinks to be generated. If a price isn't added for a beer, the glass size won't show as available.



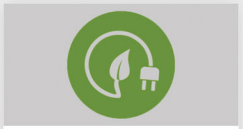
Standard Drinks
Automatically generated when you assign a beer to tap. This allows customers to make a quick choice - very helpful especially if they are driving.



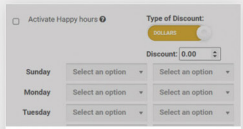
Temporarily Unavailable
Simply tick a button to show customers what beer is usually on a specific tap, but is currently not available.



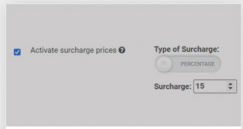
New Beer Coming Soon
If no beer is assigned to a tap, this message will appear. It is automatically removed as soon as a beer is reassigned to the tap.



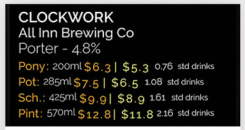
Power Saving
Your decal's screen will power on 2 hours before you open, and stay on until 2 hours after you close (based on your opening hours). A simple click can override the screensaver.



Happy Hour Pricing
Simply set discount (percentage or dollar value) and set time range. The decals will automatically update and display notification text at bottom.



Public Holiday Pricing
Simply set a surcharge (percentage or dollar value) and activate. The decals will automatically update and display notification text at bottom.



Member Pricing
Simply set a discount (percentage or dollar value) and activate. The decals will automatically update and display notification text at bottom.



Remote Management
Beers can be managed anywhere in the world with internet.
Power cycle your Digital Decal from the management software. No need to turn off switches or unplug cables.



Automatic Updates
Updates will automatically download and update without inturruption.



Support
Remote reporting and debugging system allow quick remote assistance. Systems have been tested and perfected over 3 years..



- 2.4 & 5 GHz Wi-Fi
- Upgraded antenna
- E.M.C. compliant
- HD Screen
- 85 W × 248 H × 22 D mm
- Designed to fit all fonts
- Full or split screen modes
- Remote management
- Built to run 24/7
- Powered by low voltage magnetic charger
- Connectivity via 'Crawl Connect' app (App Store & Google Play)

An optional rear screen is offered. This is an upgradable option for the Gen 2 Digital Decal.

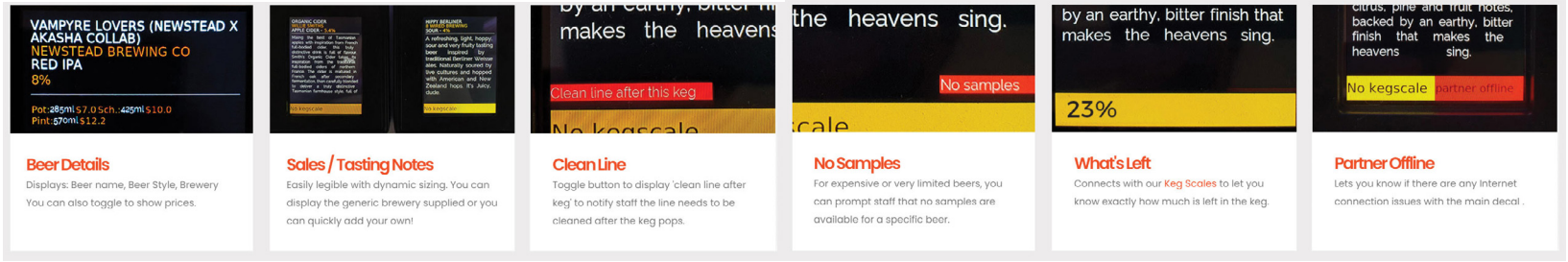


The Rear Screen enhances operational efficiency behind the bar by giving staff instant access to information such as tasting notes, beer line maintenance (e.g. clean line after this keg) and whether samples are allowed to be given to patrons.

If Crawl Media's Keg Scales are also installed, the Rear Decal will alert staff as to when keg volume is low. In partnership with the Digital Decals, the interaction between customer and bar staff is more streamlined, engaging, and provides an enhanced customer experience.

The other Rear Decal option is the Rear Writing Plates. Available in black or white acrylic, these gloss plates allow notes to be written on the decals at each tap.

- Full management system
- Tasting / sales notes
- Trains bar staff
- Prompt flags
- Keg level indicator



FACER PLATES

The Digital Decal casing is constructed by injection moulded ABS and the finish is matt black. However, there are Facer Plates that come in a variety of finishes from real wood to acrylic. The Facer Plates can therefore match the décor of the bar and be branded with the brewery's or venue's logo.



CABLE MANAGEMENT

Cable management is the process of running the low-voltage cables that power your Digital Decals… to the power source. Some clients are happy to attach the cables directly to the font with cable ties:





Cable tie option

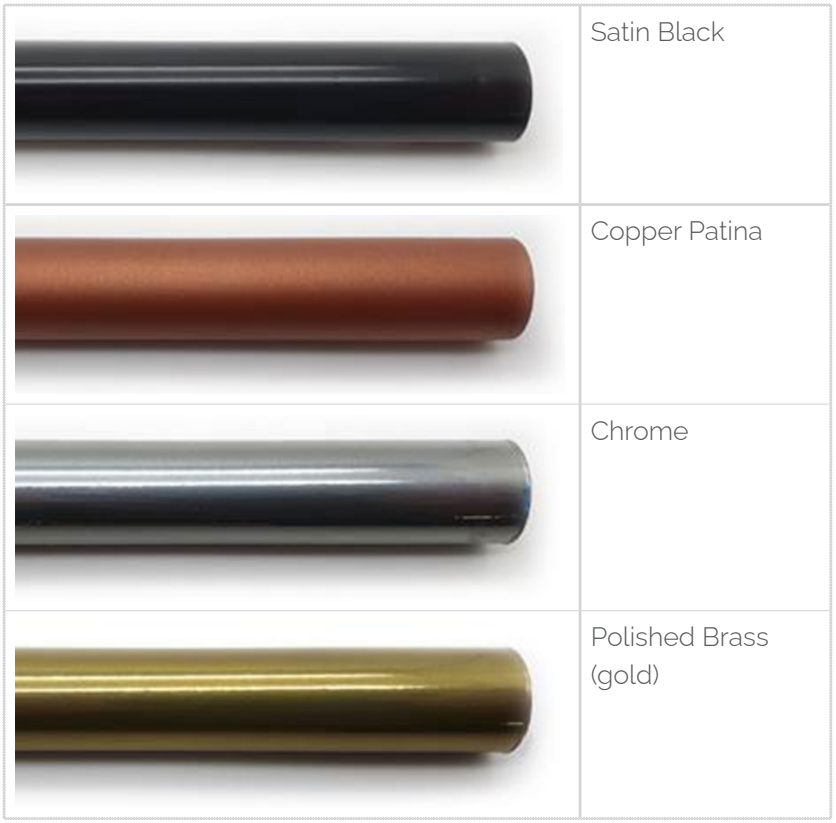
Other clients want something that is more integrated.
We have developed a system to neatly hide and protect the cables.



Chrome powder coated tubing system



Black powder coated tubing system



25mm tubing (1.6mm thick) - to run power cables to the decals



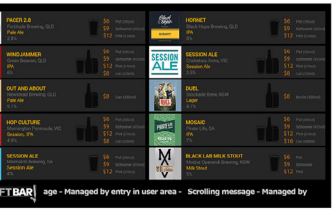


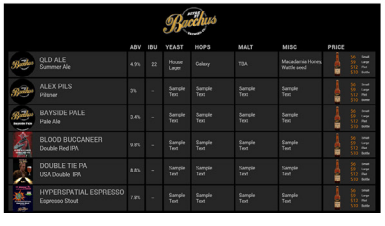


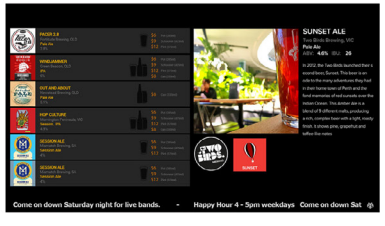














LiveMenu

LIVE MENU - BEER TV

Live Menu is an intuitive digital signage platform that connects seamlessly with a venue's existing TVs. Through its easy-to-use web interface, managers can upload content for instant display across the venue. The system supports multiple screens and configurable slide durations, enabling different content to appear on different displays at the same time.

For bars with rotating taps, Live Menu integrates directly with Beer Crawl. Whenever a beer is changed, the beer list updates automatically. The platform can also highlight a "Featured Beer," pulling logos, decal imagery, and tasting notes from our extensive library. With an array of customisable menu themes, colour palettes, and font options, you can ensure your branding remains consistent and professional.

Dedicated customisation of header sections, logos, background images, and content selection makes Live Menu a truly powerful tool.

Simply download the app and enter your screen code to get started.

- Easy to use management system
- Unrivalled customisation
- Slides with customisable timing
- Featured beer option with specs and tasting notes
- Tap and packaged beer (including Growlers & Squealers)
- Customisable scrolling text
- Show / hide pricing
- UHD 4K resolution

We support:

Android TV: *app has been developed for quick installation.*

Smart TV: *compatible via downloadable .APK*

'Dumb' TV: *we have an Android compute stick that simply plugs into your TV's HDMI port.*

KEG SCALES KEGSCALES

Our Wireless Keg Scale sits either underneath the bar, or in a cold room. It wirelessly transmits data, so the brewery knows exactly when the tap is flowing, how much is being used, and how often to replace the kegs.
This allows the supply chain to operate **much more efficiently.**

Furthermore, our Keg Scales have built in sensors:

1. A temperature sensor alerts to the brewer to know how the beer is being treated, i.e. how much time on/off tap.
2. A CO_2 Sensor triggers notifications if there is a leak, which is a significant breakthrough for WH&S automation.

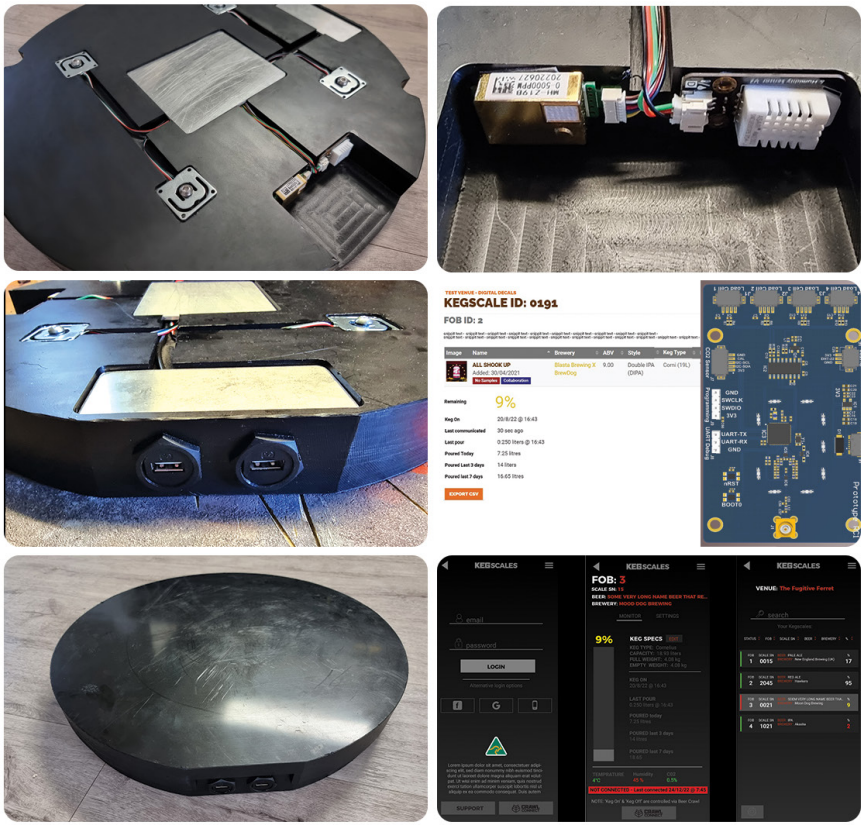
Our KegScales have been in development since 2019.
They are rugged and made for commercial use.
Expected release date: Q4 2027.

Accurate to 2ml!

Based on static environment. Temperature fluctuations will only provide minimal differences.

Australian design registration no: 201816936.

- Non-intrusive - no cutting of beer lines, which means no potential contamination issues.
- Designed for any sized keg and any environment.
- Advanced wireless properties.
- The only power required in a cold room is ONE low voltage 5v USB cable. Additional keg scales daisy chain power.
- Keg Scales are managed through a small repeater device – the only component that needs access to a venue's internet via Wi-Fi.
- Live keg level displayed on our REAR Digital Decals.
- Email and app push notifications for venue staff e.g. "Tap #5 [Beer Name] is at 5%".
- Email and app push notifications to general users e.g. "[Beer name] is up next after [beer name] with live countdown.
- A game changer for stock-take time and management.



BEERCRAWL

BEER CRAWL -
BAR MANAGEMENT SYSTEM

Beer Crawl at an initial glance is a location based directory to discover venues. The fact of the matter, is behind the scene, it is a very powerful cloud management system.
We have been focusing on providing a feature-packed management system for breweries and venues alike. We do this with LIFETIME free services. And no, there isn't a catch. We monetise from our innovative product line up, such as our Digital Decals and Wireless Keg Scales.

Beer Crawl offers all venues a class leading customisable beer list menu to show patrons what you currently stock (taps and packaged) and what's coming up. Further to this is the added ability for inhouse promotions via our digital signage and social media integrated solutions.

However, this is just the beginning of our Bar Management System.

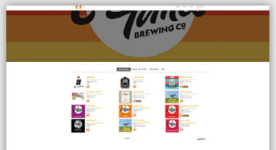
Beer Crawl's map for venue and brewery listings allows Decals and Keg Scales to be geo-coded and placed into a 'group' to allow flexibility of content updates.
For example, if a brewery wants to update the decal artwork for a specific beer during a footy game, they can push different artwork for NSW to VIC immediately!

Assigned managers can set up multiple bars within the venue and assigning specific Wi-Fi Access Point to the bar. This allows targeted content and advertisements in different areas of the venue.

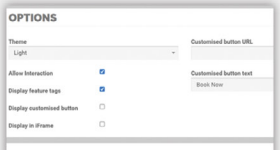
The system controls all the management for the Digital Decals, Live Menu and Keg Scales.



Live Menu
Powerful, customisable digital signage solutions for menu and inhouse promotions.



Simple Website Integration
Simply login to your 100% LIFETIME free venue listing, copy some code and paste it into your website.



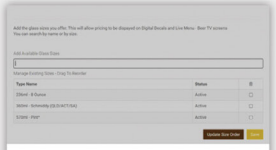
Customisation
Allow filters, set theme (Light or dark mode), customize links. Responsive design ensures the beer list menu will look the part on any device.



Social Media Generator
Click one button to create Facebook and Instagram specific sized images of your beer list to post on social media



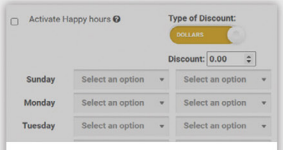
Print Menu
Appreciate the tactile approach? We do – That's why we made a fully customizable 'print menu' option so you can simply click one button to generate a PDF, then print it to put in your menus.



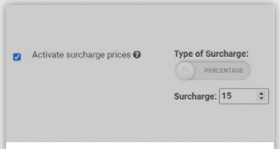
Glass Sizes
Assign the glass sizes you serve. Done once during setup, this allows prices to be added and standard drinks to be generated. If a price isn't added for a beer, the glass size won't show as available.



Standard Drinks
Automatically generated when you assign a beer to tap. This allows customers to make a quick choice - very helpful especially if they are driving.



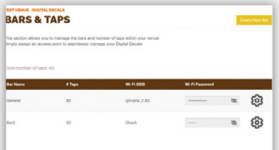
Happy Hour Pricing
Simply set discount (percentage or dollar value) and set time range. The decals will automatically update and display notification text at bottom.



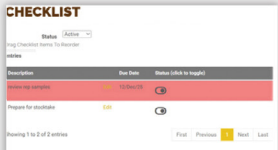
Public Holiday Pricing
Simply set a surcharge (percentage or dollar value) and activate. The decals will automatically update and display notification text at bottom.



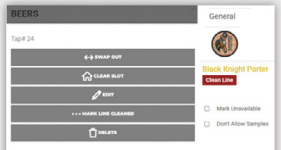
Slides
You can add slides with customisable durations. This allows the allocated real estate to also show promotions in the form of downloadable images and videos.



Bar & Tap Management
Managers can setup multiple bars within the venue and assigning specific Wi-Fi Access Point to the bar.
This enables targeted content and advertisements in different areas of the venue.



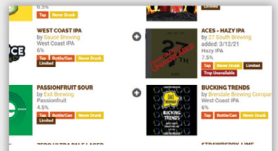
Checklist Manager
Communicate required tasks between bar staff. Opt for reminders and record response times.



Bar staff notifications
Inform bar staff when to clear beer lines and advise when sample are not permitted. .



QR Code
Allow patrons to quickly pull up details of the beer on tap!



Temporarily Unavailable
Simply tick a button to show customers what beer is usually on a specific tap, but is currently not available.



HD Video
We support high Resolution Beer Decal Videos - Brand Activation at it's best.

The issue we are addressing

One of the biggest problems venues face is sound connection of wireless devices. The larger the venue, the more wireless connected devices and infrastructure. When you introduce more wireless devices and include patrons at busy periods, you quickly get 'wireless noise' which needs to be managed and addressed. This is under the premise that connection faults are even known. This may not have been an existing concern, however, consider what happens when adding 6 (small bar) to 20,000 (large brewery) I.O.T. devices throughout 1 to 5,000 venues.

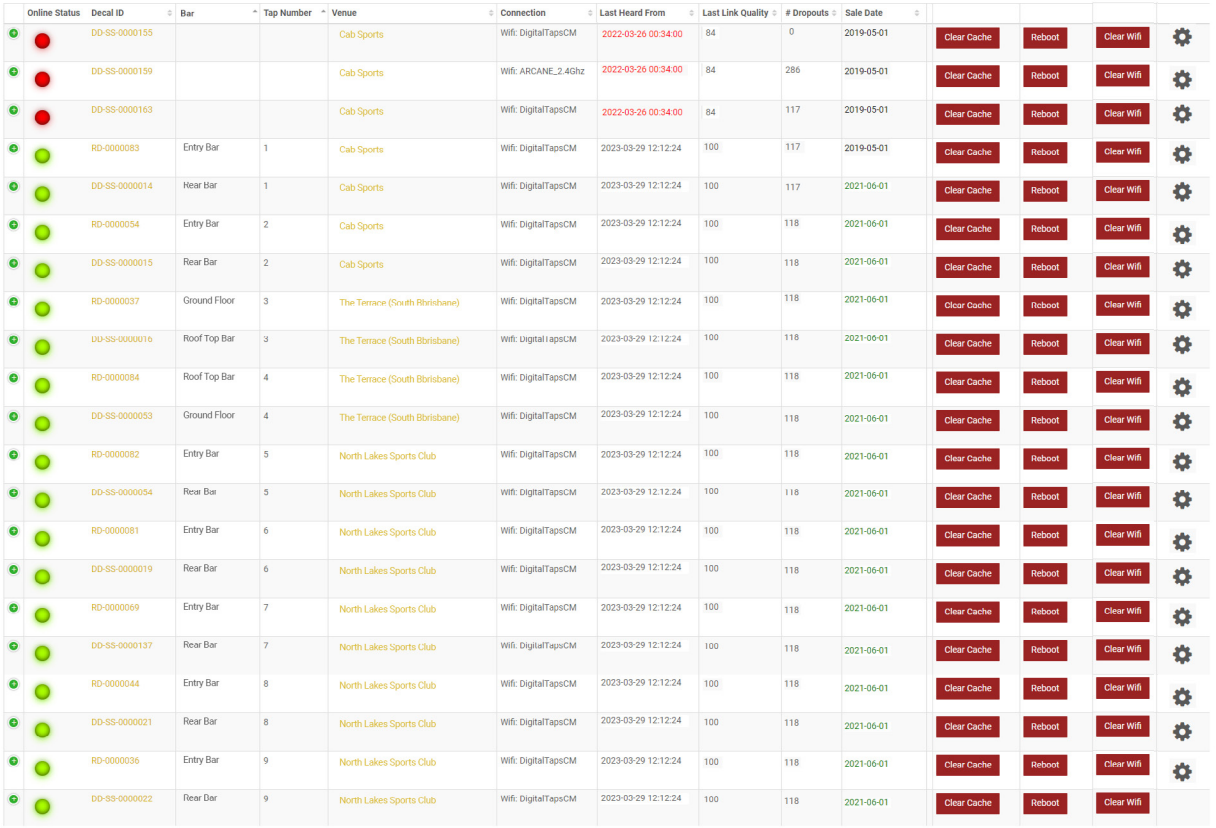
I.T. professionals can manage and fix issues, but are I.T. always readily available across all venues? Are they working at 11pm on a Saturday evening when bar staff may most busy? ***With bar staff in mind*** we have made it simple for those with limited and sound knowledge alike to immediately identify connectivity of devices and receive reports on signal quality.

Our Devices reporting solution

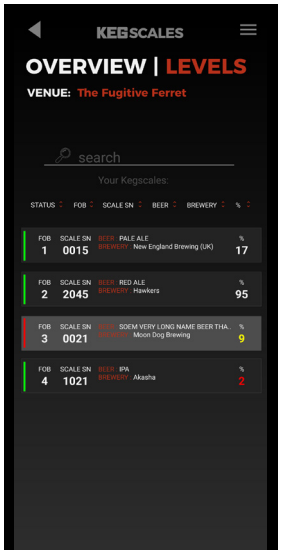
We have developed a state-of-the-art product management system. This is to quickly promote connectivity status and identify any potential internet connection issues or product faults. Although we do not connect to any of the venues' connected devices (for obvious privacy and security reasons), we can 'ping' internet infrastructure equipment and perform remote tests on our products. Our product management system allows us to see what SSID each Digital Decal is currently connected to. This allows us to quickly see if the decals are connected to a different, or, potentially problematic Access Point (AP).

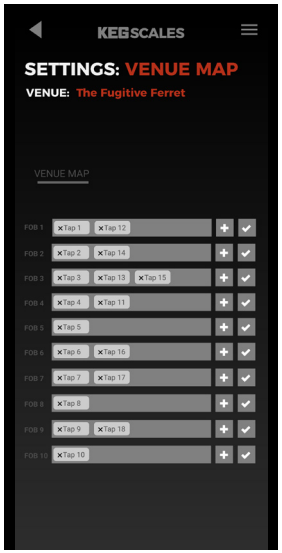
Our FOB management system remotely communicates which beer is assigned to each bar, font, and tap. This works in hand-in-hand with our wireless keg scales, giving bar staff and managers precise visibility on when to change kegs.

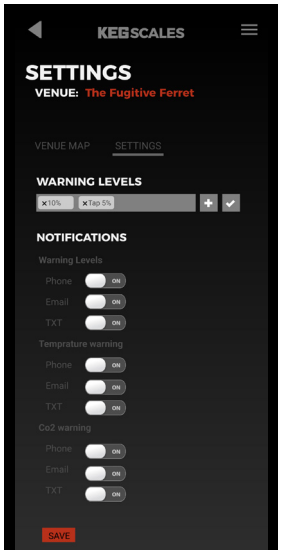
Not only will it integrate into existing stock management systems for ease of re-ordering and keg stock control. It provides an instant, world wide view of offerings.

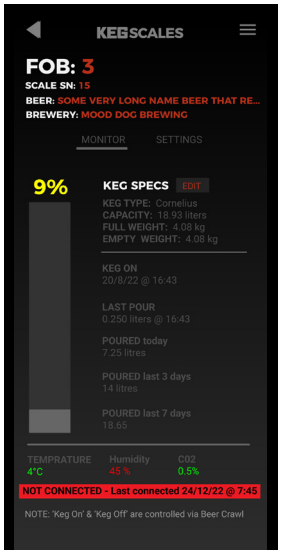


Online Status	Decal ID	Bar	Tap Number	Venue	Connection	Last Heard From	Last Link Quality	# Dropouts	Sale Date				
	DD-SS-0000155			Cab Sports	Wifi: DigitalTapsCM	2022-03-26 00:34:00	84	0	2019-05-01	Clear Cache	Reboot	Clear Wifi	
	DD-SS-0000159			Cab Sports	Wifi: ARCANE_2.4Ghz	2022-03-26 00:34:00	84	286	2019-05-01	Clear Cache	Reboot	Clear Wifi	
	DD-SS-0000163			Cab Sports	Wifi: DigitalTapsCM	2022-03-26 00:34:00	84	117	2019-05-01	Clear Cache	Reboot	Clear Wifi	
	RD-0000083	Entry Bar	1	Cab Sports	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	117	2019-05-01	Clear Cache	Reboot	Clear Wifi	
	DD-SS-0000014	Rear Bar	1	Cab Sports	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	117	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	RD-0000054	Entry Bar	2	Cab Sports	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	DD-SS-0000015	Rear Bar	2	Cab Sports	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	RD-0000037	Ground Floor	3	The Terrace (South Bbrisbane)	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	DD-SS-0000016	Roof Top Bar	3	The Terrace (South Bbrisbane)	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	RD-0000084	Roof Top Bar	4	The Terrace (South Bbrisbane)	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	DD-SS-0000053	Ground Floor	4	The Terrace (South Bbrisbane)	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	RD-0000082	Entry Bar	5	North Lakes Sports Club	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	DD-SS-0000054	Rear Bar	5	North Lakes Sports Club	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	RD-0000081	Entry Bar	6	North Lakes Sports Club	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	DD-SS-0000019	Rear Bar	6	North Lakes Sports Club	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	RD-0000069	Entry Bar	7	North Lakes Sports Club	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	DD-SS-0000137	Rear Bar	7	North Lakes Sports Club	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	RD-0000044	Entry Bar	8	North Lakes Sports Club	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	DD-SS-0000021	Rear Bar	8	North Lakes Sports Club	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	RD-0000036	Entry Bar	9	North Lakes Sports Club	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	
	DD-SS-0000022	Rear Bar	9	North Lakes Sports Club	Wifi: DigitalTapsCM	2023-03-29 12:12:24	100	118	2021-06-01	Clear Cache	Reboot	Clear Wifi	



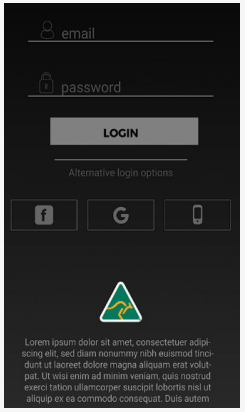






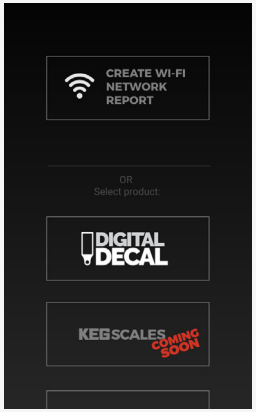
CRAWL CONNECT APP

The Crawl Connect app (App Store / Google Play) is a secure app to safely connect our products to your venue's Wi-Fi. It allows quick verification of your venue's Wi-Fi strength quality and comprehensive reporting of the venue's wireless infrastructure.



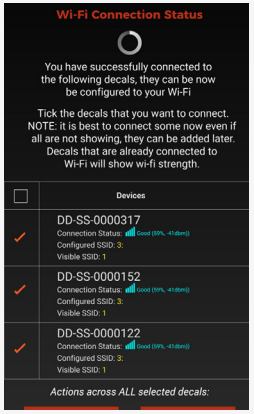
LOGIN

Log into Beer Crawl using your account that is assigned to venue(s), brewery(s) or both.
As the Digital Decals are assigned to either a brewery or venue, only authorised users can assign them to Wi-Fi. This prevents malicious use or management from unauthorised users.



SELECT PRODUCT

Select 'Digital Decals'.



SCANNING

Your phone will scan (via Bluetooth) and automatically display what Digital Decals your phone can connect to.

- *GREAT = 0 to -52 dBm*
- *GOOD = -53 to -67 dBm*
- *FAIR = -68 to -82 dBm*
- *BAD = -83 to -97 dBm*
- *UNUSABLE = -98 or weaker*

Decals need -70 dBm or stronger to connect reliably.



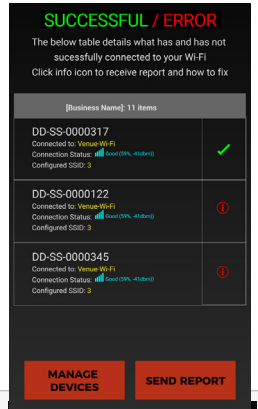
CONNECT TO WI-FI

Your phone is now connected to the Decals. Select the closest Access Point (AP) to the bar to connect the decals to your venue's Wi-Fi.



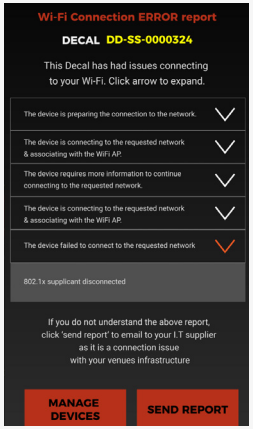
CONNECTION STATUS

The app will now attempt to send the Wi-Fi credentials through to the selected Decals, and handshake with your selected Wi-Fi.



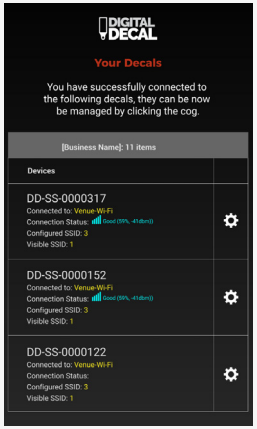
CONNECTION REPORT

This page will provide a list of decals which have successfully connected, and any decals which have not successfully connected.



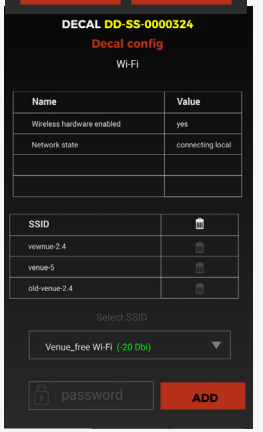
ERROR REPORT

Wi-Fi errors can be complex. We provide 'STATES' so you / your venue's I.T. Support can narrow down what has gone wrong.



ASSIGNED DECALS

This page provides a list of decals which have successfully connected, and your phone can currently see.
It displays all connection details including how many configured SSIDs the decal has.
IF you manage multiple decals over multiple venues, these will be separated by a horizontal grey bar.



DECAL - CONFIG WI-FI

This page allows you to add or remove Wi-Fi / SSIDs to the specific selected decal.

Thank you for your consideration

Check out what our clients think about them



Checkout the powerful features



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