

EnQii enters with a bang

Many in the screen-media sector have been casting glances at new firm EnQii (pronounced “en-key”) and asking why it is so confident of having an impact on the business.

The answer is funding. CEO Ajay Chowdhury is a newcomer to our industry but well-known in media, technology and venture-capital circles, and his involvement is a fair indicator that the wider world of investment has seen the potential for returns in the out-of-home sector – a realisation which should lead to greater investment and even faster movement in associated technologies.

EnQii got a head start by acquiring three companies already active in the field, thus gaining a ready-made client list of about 100 companies around the world, as Chowdhury explained: “EnQii was set up in March and we bought

Digital View Media, a technology provider, then a second company called Redeemit, which is in the interactive-services market, and then a third company, Screen Edge, which does content specifically for out-of-home media.

“We’re operating in the U.S., Asia and Europe, and half our revenues are from the U.S., which is pretty unusual for a UK-based company. We’re trying to provide a full-service solution, which is everything from installation to technology and most importantly content and strategy, in terms of why people should do this, not how they should do it. That’s what I like about it – I think that’s different.

“In the U.S. we’re working with Liberty Travel, a large chain of travel agents. We’ve just acquired [as a client] a large retailer on the west coast of the U.S., Fred Meyer,

and we’ve just opened a Dubai office and a Melbourne office and we will be announcing a couple of clients in the Middle East shortly. We already have Hertz as a client there. In the UK we service Pharmacy Channel, CCN, [and] Simply Media and we’re growing with them quite quickly, and there are a few big players over the next few months that we’re hoping to sign.”

Perhaps the most-asked question about EnQii, though, concerns the origin of the company’s name. In Chowdhury’s words: “The real answer is, it’s often hard to find URLs that aren’t already taken. But there is a more marketing-driven answer! EnQii in China is quite a lucky name – it means the inner spirit. We learned that after naming the company, so it’s actually quite serendipitous.”