

## THE DIGITAL SIGNAGE SOLUTION – leading potential buyers through all the answers they’re looking for when purchasing a new home.

With the installation of touch-screen plasma monitors in model homes, corporate offices, or sales centers, digital signage promotes direct communication to your target audience. Using centralized and accessible administrative controls that determine the content displayed, information is specific, current, and relevant. This also allows for complete control of the complexity or simplicity of the information offered.

### CAPTURE THEIR ATTENTION

Potential buyers have the opportunity to take virtual tours with audio and view plat maps with up-to-date availability. If a specific home is no longer available, viewers will be directed to other homes within the same development, or possibly another community with similar amenities. Home features and upgrade options can be reviewed and selections made based on easily accessible color swatches, finish details, technical specifications, and photos. Once these options are selected, composite rooms can be viewed with each buyer’s custom combination of selections.

Beyond the actual homes, additional information such as local school and community resources can be displayed and accessed.

### CAPTIVATE THEIR IMAGINATION

Make an impact through new media. Develop an interactive environment with sounds and images that allows your potential buyer to build a lifestyle in one of your homes tailored perfectly to fit their needs.

Save time and money by offering innovative information like you’ve never been able to before.

Seeing is believing.

