

## THE DIGITAL SIGNAGE SOLUTION – Adding value to your consumers shopping experience while boosting sales and lower costs

Installing plasma monitors throughout key store locations supports the promotion of merchandise in a unique and dynamic way. 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

Custom screen mounts and enclosures create a cohesive solution that works in partnership with traditional merchandising. Creating advertising or promotional campaigns throughout multiple locations becomes a seamless process. All stores are updated simultaneously to eliminate confusion of multiple users updating in different locations. In addition, the information displayed can change frequently and easily without creating waste or requiring manual labor.

### CAPTIVATE THEIR IMAGINATION

Whether it is reinforcing a brand, announcing a sale, or promoting a product, digital signage offers a dynamic platform that displays information through innovative technology.

Seeing is believing.

