



HOW TO SAVE TIME AND MONEY WHILE ADDRESSING YOUR AUDIENCE MORE EFFECTIVELY.

By integrating audiovisual media into its internal and external communications, a company can ensure that broadcast information retains its effectiveness over a significantly longer period. The spoken word and the dynamic image together with authentically presented information all contribute to effective communication.

High-level audiovisual systems solutions used for communicating with staff, distributors, partners, the press, and customers can play a decisive role in any company's success. Audiovisual communication is steadily advancing from being a mere secondary factor to become an integral component of any company's business processes. MEDIA BROADCAST supplies companies, organizations, institutions and administrative bodies with tailored corporate communication solutions for efficiently addressing target audiences. Global K stands for the dissemination of information about your company and training scenarios, while Digital Signage stands for the multimedia marketing tool in operation at the Point of Sale or Point of Interest (POS/POI).

Our service package offers you everything you need from one single provider - from analysis of your existing communications processes and optimizing content, applications and technology right through to developing, operating and servicing the solutions that have been chosen to meet your technical specifications. MEDIA BROADCAST will integrate the new solution into existing (management) systems, install all the hardware and software, take on responsibility for supply, transmission, hosting, distribution and reproduction of the audiovisual signal via high-speed fiberglass networks or satellite.

Global K - live, interactive, global

Globalization is the key to modern corporate communication solutions. Markets, media and people are moving ever closer to one another. Through Global K, MEDIA BROADCAST provides support for customer business processes in the field of audiovisual company communications (internal and external) as well as for staff qualification.

Examples of this are product training, corporate bulletins, news of strategic developments and crisis management. But additionally, product information for boosting sales, successfully addressing retail customers, sponsorship presentations and board press conferences.

We can offer you every type of communications format - live, on demand, worldwide, multilingual and independent of location. One further benefit is that all participants can communicate face to face via TV screen, PC monitor or mobile device. The interactive element enables participants to relate to each other. Since participants can address each other at their workplace, corporate communication solutions cut productivity losses and also save traveling time and expense.

Digital Signage

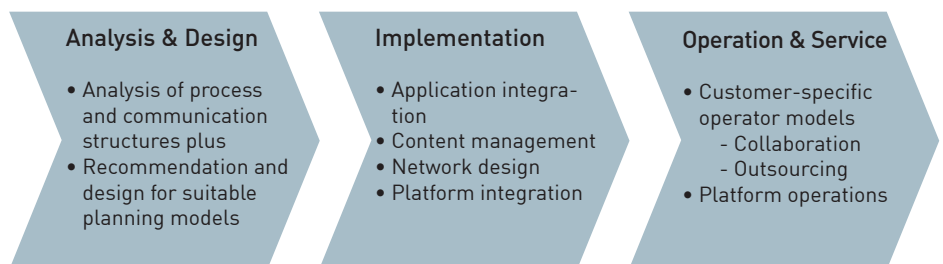
- Targeted multimedia sales approach via electronic display screens and information panels at POS/POI
- Flexible, location-specific broadcast of advertising and information
- Integrated marketing approach by finding an optimal balance between traditional advertising and advertising at the POS
- Additional marketing space for sales promotion and image building
- Additional revenue generated by marketing of advertising airtime

Digital Signage - Flexible communication at POS / POI

The latest communications solution from MEDIA BROADCAST goes one stage further. Digital signage is the modern way to attract consumer attention by means of digital media technology at the point of sale or point of interest. Product related news and offers, special offers, eye-catching publicity and entertainment content, e.g. news, weather, tips and trends are individually bundled and presented on large-format flat screens.

In this way you can address your customers in a targeted and exciting fashion. It is particularly effective in stimulating impulse buying. Advertising content can be rapidly updated to reflect current developments and can be specifically modified for its location.

Here too, MEDIA BROADCAST will support the whole process chain: from the project management phase and the development and operation of the IT infrastructure, through to content management and connection to the telecommunication network, and all the way to the provision and marketing of content.



Our service: From analysis to solution design and operations

What experience does MEDIA BROADCAST have of providing corporate communication solutions?

Very wide experience. We have been offering Global K, which is to say interactive dialog in both internal and external business communications, since 1993 and digital signage as a multimedia supplement to traditional print media since 2006.

Who are your reference customers?

They include Daimler AG, Kaufhof, the German Federal Parliament, the German armed forces, Hornbach, AFN, Deutsche Bahn, TUI, West LB, General Motors and Samsung.

„Our solutions for integrating audiovisual media into company communications are giving our customers a clear market edge.“

Hans-Jörg Wehner, Head of Corporate Communication Solutions,
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