

## **Reach your customers quickly and directly with Digital Signage**

### **Always be where the customer is**

Waiting may become exciting in the near future. Or may save you money. More and more retailers are providing their customers with purchasing tips as they stroll through the store or wait at the service desk. Take some of the train stations in Germany, for example. There, passengers receive current tips regarding special offers and discounts shortly before purchasing their tickets. Features that subway travelers are familiar with from subway stops in some major cities are beginning to appear with greater frequency at stores. There, the latest headlines from the worlds of politics, business, sports and the weather report are displayed on screens. Advertisements are scattered in between to add variety.

### **The multimedia billboard**

In the competition for consumer attention, it is now more important than ever before to be able to bring information and advertising quickly to the point of interest or point of sale and to keep it all up-to-date and directed at the target audience. Companies have been pursuing this goal now for decades using traditional billboards, searchlights and advertising columns. Thanks to broadband telecommunications and mobile networks and state-of-the-art plasma and LED screens, however, posters and cement now have competition.

"Digital Signage" is MEDIA BROADCAST's new term for the "billboards of the 21st century." This new ad form does not require any printing or gluing. Instead, this advertising media receives its messages digitally via data lines, bringing life to the world of the poster with moving images. Operators are connected so that they can switch the animated contents within seconds according to their wishes or even adjust prices - and all of this individually for each location.

### **Flexible technology**

The Digital Signage technology can be adjusted with ease. Each screen is connected via the fast broadband network or via a mobile network to a data center, which transmits the images directly to the displays. The basic principle of Digital Signage is simple: MEDIA BROADCAST provides the entire infrastructure to the customer placing the ad and/or location partner and provides them with the right software and hardware for creating contents and for transferring data promptly to the desired location.

MEDIA BROADCAST also support customers in creating and formatting content. Since POS media without sound needs to have the same expressive power as TV content with sound, for example, this type of media requires very specific knowledge in the area of content creation and editing.

### **Flexible transmission**

MEDIA BROADCAST, as media service provider, considers its Digital Signage offer to be a service that comprises all the elements. The Company offers retailers a complete solution for this technology. The solution transmits contents centrally to individual locations. At the heart of Digital Signage is a high-performance editing system with which customers can upload animated contents and manage the entire process via a DSL connection or wirelessly via UMTS. Thanks to flexible broadcasting technologies, Digital Signage can be used practically everywhere. Special software components monitor each device online. This guarantees that a device that is not doing its job properly can be identified right away.

### **Flexible content**

The Digital Signage system supports all image and video-oriented formats such as Power Point, Flash, MPEG 4 and JPG. Contents from Photoshop, Dreamweaver and CorelDRAW can be directly exported as well. Based on this data, those responsible for the program create storyboards and decide at which location and at what time which content will be displayed. Operators can modify this content within seconds as they wish and control the program for each display that is hooked up to the system.

With this technology, pharmacies can use info terminals to inform their customers about hay fever medication in the spring and about cold medication in the fall. Banks can advertise new savings accounts for children in the morning and retirement plans in the evening. And department stores can display the latest in beachwear when the sun is shining and then switch to the outdoor collection when it starts to rain. This tactic speaks to customers directly and emotionally and encourages customers to make spontaneous purchases.

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