

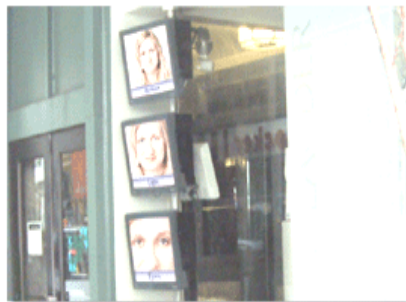
Digital Signage

An Innovative Advertising Channel

In the world of fierce competition, cost-effective delivery of messages will be the foremost, yet the most challenging part of the marketing process for most of the marketing managers, due to the growing choices of competitors and increasingly sophisticated consumers. Now, DigiSignage's products enable any business organization a gateway into a new revolution of media advertising that will surely generate corresponding market response! Let's see how DigiSignage works.

About Digital Signage

Digital Signage is at the forefront of digital media distribution by allowing motion pictures, graphics, scrollable text and audio to be displayed simultaneously at one or multiple locations. Using High Definition digital displays, standard TVs, video monitors, plasma screens, or large scale LED displays, Digital Signage grabs attention, conveys information, and communicates in a more dynamic way that has been proven extremely effective for all public venue scenarios.





DigiSignage's products

DigiSignage is a renowned brand producing Digital Signage products. The low cost and simplicity use of DigiSignage's products make it extremely popular in different industries in the USA, Singapore, China and Macau.

It is widely used because it can be used as an information machine or an advertisement display screen in chain store, supermarket, lobby, lift and public area. Not only can it improve sales, but also can upgrade the impression of the stores. Nothing gets closer to the customer, or to the sales, than this player.

How good DigiSignage products are?

- Low TCO, but the best reliability and durability
- Manageable and scalable
- Support Flash, PowerPoint and Windows media files in addition to all basic DVD functions
- Network transmission, advertisement management broadcast function



Statistics

According to CompUSA the TV network statistics, the average sales can be raised by 29% after the commodity is demonstrated through the media player in three months.

| | Sales Increased in April | Sales Increased in May | Sales Increased in June | Accumulated Sales Increased |
|-----------------------|-----------------------------|---------------------------|----------------------------|--------------------------------|
| Product A | 54% | 56% | 20% | 38% |
| Product B | 24% | 61% | 58% | 45% |
| Product C | 38% | 20% | 11% | 23% |
| Product D | 46% | 16% | 12% | 29% |
| Product E | 16% | 20% | 16% | 17% |
| Product F | | 26% | 32% | 29% |
| Product G | | | 22% | 22% |
| Accumulated Result | | | | 29% |

[Benefits from DigiSignage's products](#)

- **Additional Advertising Platform**

With DigiSignage's products, an additional advertising platform can be created to advertise any types of business brand. Once the advertisement displays installed either in the concept stores, chain stores or specialty counters. This novel, animated, graphical interaction will help to build an interactive relationship with the customers. Marketers should utilize this potential growing medium by tailoring either educational or promotional information to the valuable clients. Besides, brand's messages can be delivered to narrow demographic groups at specific times according to every company's marketing strategy. Furthermore, it is the closest point of the purchase with the valuable customers. Customers' curiosity is always piqued by this innovative and dynamic advertising coverage and predictably, it will enhance brand name in customers' minds.

- **Best ROI By Means of Advertising**

Video advertisement was the privileges of large corporations who can afford expensive commercials on TV in the past. Nowadays, in the world of technology-oriented lifestyles and increasingly user-friendly interfaces, company will be able to break into a revolution of video advertising with this low cost advertising solution that DigiSignage products offer. The infotainment, as well as the advertisements shown via these products will reach numerous target audiences. The more the audiences reached, the lower the advertising fee per head will be! This will strategically enhance brands images and enable each brand to spearhead the advance in any specific industry!

- **Extra Revenues From Advertisement**

DigiSignage products, to a large extent, will trigger a rise in advertising revenue. Once the advertisement displays have been installed in the stores, suppliers will be eager to try out this novel, animated, graphical interaction with the customers. Additionally, it will open up a new horizon of creativity unbounded by the limitations of its previous static display board.

- **Unparalleled Customer Care**

The care for captive customers cannot be better demonstrated through the use of Digital Signage system. Different types of valuable information can be delivered to the customers via this innovative channel. Customers will definitely appreciate this

warm care and valuable information once they bypass the stores, enter the stores and perceive this as excellent customer care. From the customer's point of view, this relentless pursuit of excellence of the brand will undoubtedly enhance customer's loyalty.

- **Seizing The Opportunities Of Educating The Customers**

The Digisignage System is as good as a customer service officer dealing with each customer without the perceived intimidation of a hard sell. It helps to showcase and highlight the significance of the products and to sharpen up key issues in customers' minds and trigger things that customers haven't thought about. This is absolutely a prime time for marketers to educate customers through this cost-effective channel. Thus, brand images would be unquestionably and eventually reinforced via the Digisignage System.

- **Glamorous and State-of-the-art Image**

Following nowadays consumers' pursuance of glamorous and splendid lifestyles, most of the prominent brands adorn their stores with alluring design endeavored to fascinate their captive consumers. The avant-garde designs of Digital Signage products will undoubtedly bring an extra fresh impetus to any of the furnished stores or counters and match flexibly with any business existing decorations.