

CONSIDERATIONS

- ◆ *Do you want to be able to work from anywhere that you have an internet connection?*



- ◆ *Ease of Use – Will you be doing the content creation or contracting it out? Is the availability of templates important?*
- ◆ *Do you want the ability to display Live TV with your content?*
- ◆ *How many screens do you want to output to? Can you add more screens at a later time?*
- ◆ *Do you need sound?*
- ◆ *Where do you want to mount your display(s)?*
- ◆ *What kind of ongoing training and support is available?*
- ◆ *What types of media do you want to display? Video, Images, RSS Feeds, Live Weather, Clocks, Video Podcasts*

PRICING

So what is all this great signage going to cost? That will depend on the options that you choose, from the size of your display, the type of mount you would like and where you would like it installed. You have the option of either purchasing your display outright or we have leasing options that include installation and ongoing support and training.

Hosted Services—Digital Signage

This is \$45.00 monthly fee for each player/license for the online software hosting and content storage (up to 3 GB).



Northern Computer Digital Signage Solutions



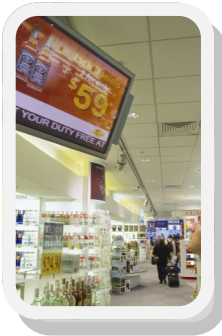
Capture ✦ Communicate ✦ Entertain ✦ Promote



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Digital Signage

Digital Signage is revolutionizing the way that we advertise and communicate information. Businesses are moving away from printed signs to more dynamic, flexible and customizable signs.



WHAT IS DIGITAL SIGNAGE?

Digital Signage refers to an electronically controlled sign that you can update on-the-fly. The content it presents may guide visitors, provide critical information, entertain customers and trigger certain purchasing decisions.

OUR SOLUTIONS

Whether you want a standalone unit or need units for multiple locations, we can select digital signage equipment to suit your organization's needs. We offer software, hardware and content creation. Support and training are also available. For a personalized consultation of services and creative solutions please contact us.

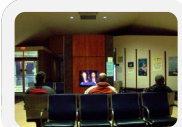
BENEFITS OF DIGITAL SIGNAGE

TAILOR THE RIGHT MESSAGE TO THE RIGHT AUDIENCE



Dynamic content enables different messages to be delivered at different times of the day to reach the right demographics repeatedly, thus increase the ROI of your digital marketing.

SHORTEN PERCEIVED WAIT TIME



While customers are waiting, digital signs can serve as dynamic message board that presents a custom-tailored mix of informational and advertising content, including product promotions, timely news, and upcoming events. This can result in a reduction in perceived wait time.

QUICKLY & EASILY UPDATE MARKETING COMMUNICATIONS



Content changes are easily made and can be customized for various products or customers. Think about menu changes, in store promotions, emergency announcements, facility information.

INCREASE POINT OF SALE PURCHASES



Connect with your audience at the most crucial time, during the point of purchase. Over 75% of decisions are made in-store and digital signage can increase impulse purchasing.

CROSS PROMOTIONS & PARTERSHIPS



Digital Signage allows cross promotion among your products and services for up-selling and upgrades. You can also cross promote your products and brand by working in collaboration with alliances and partners to capture consumers' attention and increase brand awareness.



HOW IT WORKS

There are a few basic key components of an effective digital signage network. They include a media player, a display, software and a network to coordinate and control it all.

Software

The software is either installed on your desktop (Premise based) or it is available online (SaaS – Software as a Service).

Hardware

Display – A variety of display technologies are compatible, including LED Televisions, Plasma Televisions, LCD Monitors, Multi-Screen Video Walls, Kiosks and more.

Media Player – Simply stated this is just another computer where your content will reside once it is pushed out. It has its own software to display the content that you've created. The player can be a desktop tower or a small form-factor computer (mini PC).

Mount – A variety of mounts are available, including stands, wall mounts, ceiling mounts.

Wiring, Including Connectivity – Ensuring the content is delivered to the right place at the right time will require power cabling, internet cabling and audio video wiring.

Content

Not much needs to be said here. This is the material that you have created to view on your display.