



Innovative  
Digital Signage System

• Smart • Simple • Scalable



## Retails

How to attract and capture the attention of the customers to stop by and visit the shop has always been a challenge to all the retail shops, the traditional light-box and poster is becoming less effective as compare to digital signage, digital signage can broadcast dynamic information rather than the static information that the traditional way can do, imagine customer can see the ever changing dynamic information in the High Definition picture quality with animated effect, statistic also indicates that the sales will be improved as much as up to 20% - 30% after deployment of digital signage at their shops.



## Why Use Digital Signage

Digital signage has come to the age that it becomes a trend in all industries, there are more and more no of shops applying digital signage as their digital advertising solution to replace the traditional ones have reconfirm that there is change in digital landscape than any other times.

More and more companies are willing to invest resources in developing content strategies in digital signage solution, it is the general trend that most companies will cut their traditional advertising budget and increase the budget for digital advertising.



With the introduction of high definition display, the quality of screen continues to improve and more people are attracted by the fine images and video broadcast through digital signage system. The high definition LCD panels make

the picture quality looks bigger and better than ever.

Buying decision often case is the most emotional human behavior, customers will buy more things when they are attracted by the beautiful pictures showing in the HD panel display.





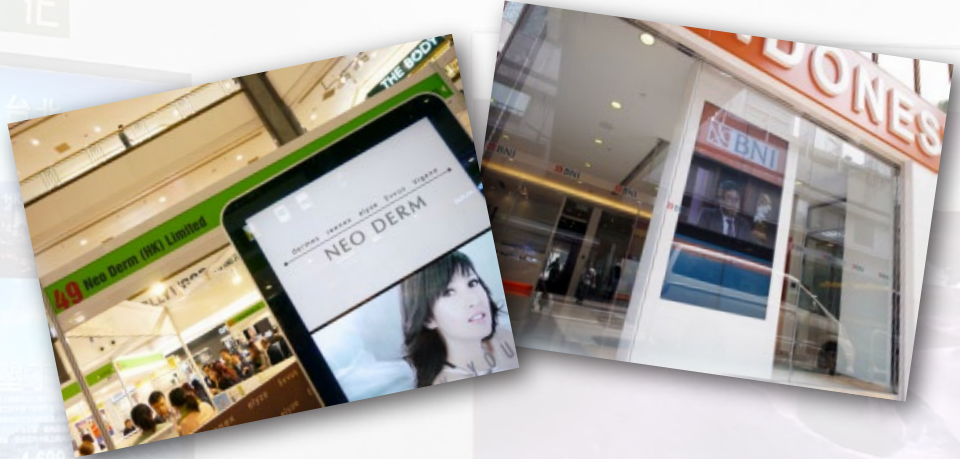
## Innovative Digital Signage System

• Smart • Simple • Scalable



### Time To Market Strategy

In retails industry, time to market strategy is a critical success factor for promoting the company products and services to customer, often cases, the promotion campaign will only last for a couple of weeks or even shorter, it will be too slow if the promotion is conducted in the traditional manner by light box or poster, imagine a company with tens or even hundreds of sale outlets, by deploying digital signage solution, they can reduce printing, delivery costs and waste from posters and flyers. With the digital signage solution, broadcasting and managing the company information has never been easier or more cost effective.



### What We Differentiate From Our Competitors:

- Software based application system, no proprietary hardware
- System set up in hours
- Use PC instead of black box player, customer take control of future support and maintenance
- Pre-sale and post-sale customization is possible
- Support multiple screens and display layout
- Support multiple shops and content formats
- Support ticker, RSS feeds and live TV
- Role based administration
- Drag and drop interface

