



Create your own Digital TV Channel with Virtual Sign

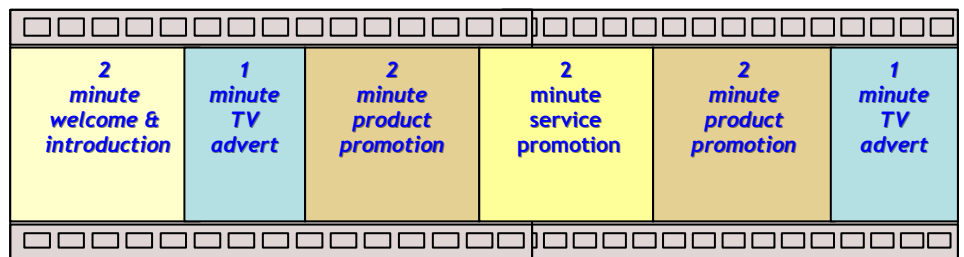
KEY FEATURES

- Media can be scheduled to run at specific times
- Live TV feeds can be inserted to compliment the channel
- All industry standard media types can be used
- Different zones can display different content
- Multiple channels can be created to suit the ambience and time of day
- Easy to install and maintain
- Supported remotely
- Interfaces to existing PA and speaker systems

Virtual Signage™ is a powerful tool for creating your own digital TV channel enabling Retail Stores and Banks to promote corporate identity, services and brand awareness to their customers. By creating a schedule of differing media clips which can include all industry standard formats including JPEG, GIF, BMP, MPEG, QuickTime, Real Player, Flash, TV interrupts, live business feeds, music and film clips, Retail Stores and Banks can have their own TV channel which can be distributed over IP throughout their estate which:-

- Entertains customers and staff alike
- Delivers sales and marketing messages
- Displays paid for advertising (if required)
- Promotes services and special offers
- Displays breaking news, stock market information etc.
- Generates revenue

Below is a sample schedule highlighting the versatility of the system



The system operates on a wide range of different terminals from Plasma screens to LCD and 360 LED to touch screen terminals



Local and Central Control

Through the powerful central scheduler software, organizations can create and send new media channels with up to date offers etc. to their branches via DSL and or satellite. These channels may vary per location (socio-economic reflections) and can be amended on an ad hoc basis by the branch (if permitted).

Schedules & Content

Start	Length	Clip No	Client	Category	Visual	Audio
09:00:00	00:00:28	1	agfa	Film	x	x
09:00:28	00:00:10	105	Cleaner look	Flash	x	x
09:00:38	00:00:19	15	Dell Boy	Film	x	x
09:00:57	00:01:03	84	pink	Film	x	x
09:02:00	00:00:10	207	Hill 2	Still Image	x	x
09:02:10	00:00:27	85	sarah milliano	Film	x	x
09:02:47	00:00:10	102	BillDecker	Flash	x	x
09:02:57	00:00:10	111	courts intro	Flash	x	x
09:03:07	00:00:10	210	filler	Still Image	x	x
09:03:07	00:00:50	164	filler	Music	x	x
09:03:17	00:00:10	235	Fuecht	Special Of...	x	x
09:03:27	00:00:10	205	Arrows	Still Image	x	x
09:03:37	00:00:10	220	Arrows Sale	Still Image	x	x
09:03:47	00:00:10	222	double	Still Image	x	x
09:03:57	00:00:10	123	Blue	Flash	x	x
09:04:07	00:00:28	81	Japanese girl	Film	x	x
09:04:35	00:00:10	101	Positive	Flash	x	x

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