

VitalCAST™

*Dynamic digital signage
that commands attention*

Digital Signage Uses

- Concessions & Menu Boards
- Ticketing & Wayfinding
- Marketing, Branding & Advertising
- Limited Time Offers & Promotions
- Advertise Upcoming Events

As seen at...



Charleston Civic Center



Let VitalCAST™ digital signage enhance your image, improve the customer experience and boost sales.

VitalCAST is a state-of-the art digital signage solution that delivers digital advertising, wayfinding, digital menu boards, ride wait-time information, sponsor messages, ticketing prices, and much more using indoor and outdoor screens.

Studies show that your visitors are more likely to notice and respond to digital signage than traditional static signs. Use this to your advantage to up-sell to your customers and improve your bottom line by reducing your static signage budget.

Indoor & Outdoor Communication

Millions of visitors visit stadiums, arenas, amusement parks, convention centers, zoos, family entertainment centers, water parks and other public spaces each year. By integrating digital signage into your facility, you enhance their overall experience and give visitors information where they want it, when they want it.

VitalCAST™ Digital Signage delivers your message to an unlimited number of LCD, plasma or LED displays in any location—both indoors and outdoors—all controlled from one central location. From

The Digital Signage Advantage*

- Up to 35% lift in concession sales
- 30% of customers make unplanned purchases based on digital signage
- Increases average purchase amount by up to 29.5%
- 84% of shoppers age 18-34 find digital signage featuring product or sale information helpful
- Generates a 32.8% growth in repeat buyers/visitors

Sources: InfoTrends, Arbitron Retail Media Study

menu boards to ticketing, wayfinding, advertising and more, VitalCAST™ brings it all together to capture attention and motivate viewers.

Even in harsh outdoor conditions such as direct sunlight or inclement weather, Texas Digital's OmniVUE outdoor displays deliver crisp and clear content while sealing out dust, dirt and water.

If your facility has long lines for exhibitions or events, you can reduce line fatigue and perceived wait times by using VitalCAST digital signage to deliver information and retail-branded entertainment to visitors in line.

Concessions & Menu Boards

Digital Menu Boards

bring your concessions to life. From animated combos to food and drink offerings to branded advertising, digital signage can be used to increase your concession sales.

The power of VitalCAST makes it easy to quickly add items to your menus to test market new items, run specials, and deliver other messages to maximize each sale.

VitalCAST interfaces with many popular POS systems to automatically display items for error-free menus. For even more control, the dayparting/scheduling feature automatically changes menus at a designated time to feature certain foods, special menu items or pricing scales. You can even define special menus or combos for private events.



Your customers will never miss a minute of the action because VitalCAST can show in-game feeds

or other television, cable or satellite channels on screen alongside your menu offerings.

Wayfinding, Ticketing & Promotions

Ticketing, wayfinding and event promotion

are essential elements to almost every entertainment operation. From your very first interaction at the ticket area, VitalCAST digital signage gives you the power to feature exhibit information, membership messages, merchandise and sponsorships that will inform and entertain your guests and visitors.



Extending your reach to cross-promote everywhere and anywhere within your facility is as easy as a

few clicks of the mouse. Message content can be customized to each display or you can send the same message to all displays. Information can also be scheduled for specific times of day to target certain audiences or groups of visitors.

VitalCAST is also an excellent tool for special events and facility rentals when specific, customized messaging is desired.

And, in a more practical, safety-oriented use, digital messages can be a valuable tool in the case of lost children, weather emergencies and other special bulletins to save valuable time and possibly lives.



Merchandising, Branding & Advertising

Virtually any location

where you use printed signage now can be enhanced with an upgrade to digital signage. The flexibility of VitalCAST makes it easy to deliver fresh, eye-catching content that will command attention, entertain viewers and motivate buyers.

Studies show that digital advertising is highly effective in terms of product sales and consumer awareness, increasing average purchase amounts by as much as 29.5% and return purchases by as much as 32.8%. Even in non-retail areas, you



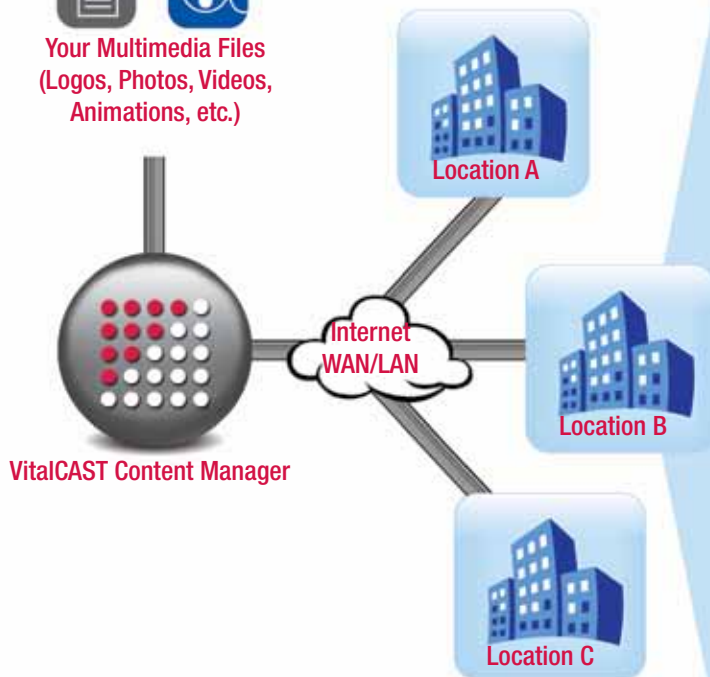
can extend your brand message and encourage retail sales on targeted items at each display location.

With VitalCAST, updates are made without ever taking your displays offline, making it incredibly easy to recognize sponsors, advertise limited

time retail or event sales, recognize special groups and more in scheduled, time-based rotations.

Custom proof-of-play reports can deliver information to assess campaign effectiveness, produce affidavits for advertisers and more.

VitalCAST at a Glance



VitalCAST™ Digital Signage

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Media Players

Logos, photos, videos and other multimedia files are stored in the Media Player and distributed to the appropriate displays based on your chosen schedule and screen configuration.

Media Players are available to deliver one, two or four unique outputs.

Desktop, in-display and rack mount server options are available.

Media Compatibility

Images .gif, .jpg, .jpeg, .png, .tif, .bmp

Video/Animation .mpg, .wmv, .avi, .swf, .mov, .qt, .asf, .gif

Video TV*, Cable*, Satellite*, DVD, VCR

*Tuner card must be purchased from Texas Digital

Additional File Formats

RSS

Web sites (.htm, .html)

Adobe Acrobat* (.pdf) *Conversion required

Microsoft Powerpoint* (.ppt) *Conversion required