

VitalCAST™

Dynamic digital signage

that commands attention



Digital Signage Uses

- Interest Rate Boards
- Promote Products & Services
- Financial Advice on Current Topics
- Lobby & Drive-Up Hours
- Branch Holidays & Other Closings
- Customer Testimonials & Recognition
- Advertise New Branches or ATM Locations

Features & Benefits

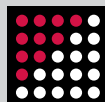
- Increase product and service cross-sales
- Enhance in-branch experience
- Deliver branch-specific messaging
- Increase customer/member retention
- Entertain viewers to decrease perceived wait times in lobbies and drive-up lanes
- Save time and money and reduce paper waste by updating POP electronically
- Deliver consistent messaging from one central location to any or all displays in your network
- Provide continuously updated information at strategic times of the day or week with daypart messaging



- Marketing/Advertising Messages
- Employee Communications
- Visitor/Guest Information
- Wayfinding
- Weather/Emergency Alerts
- Digital Menu/Concession Boards

Let VitalCAST digital signage improve communication, enhance brand merchandising and drive sales for your bank or credit union.

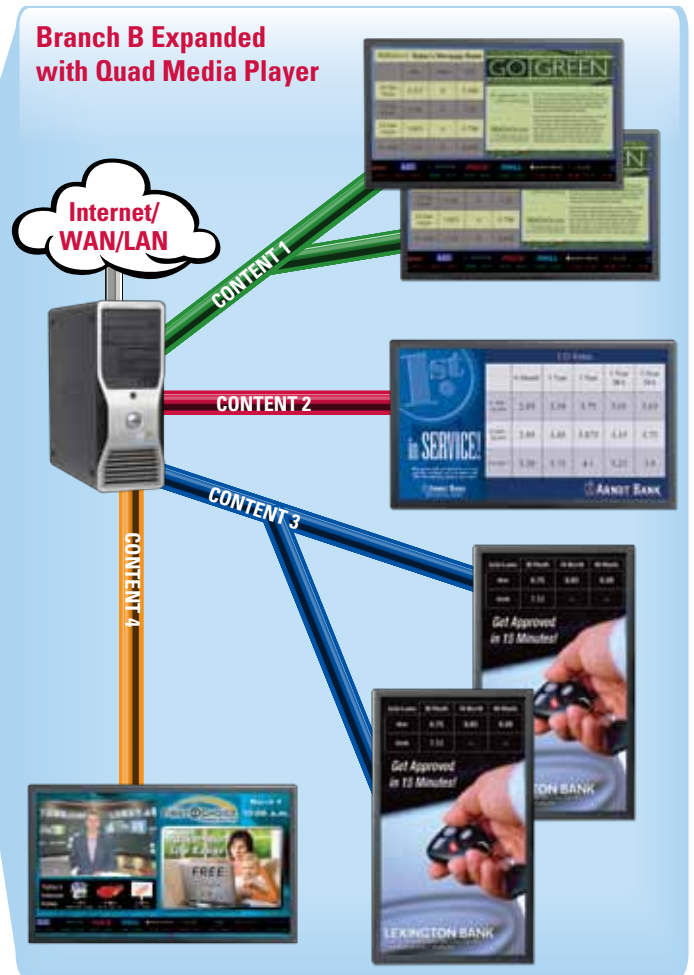
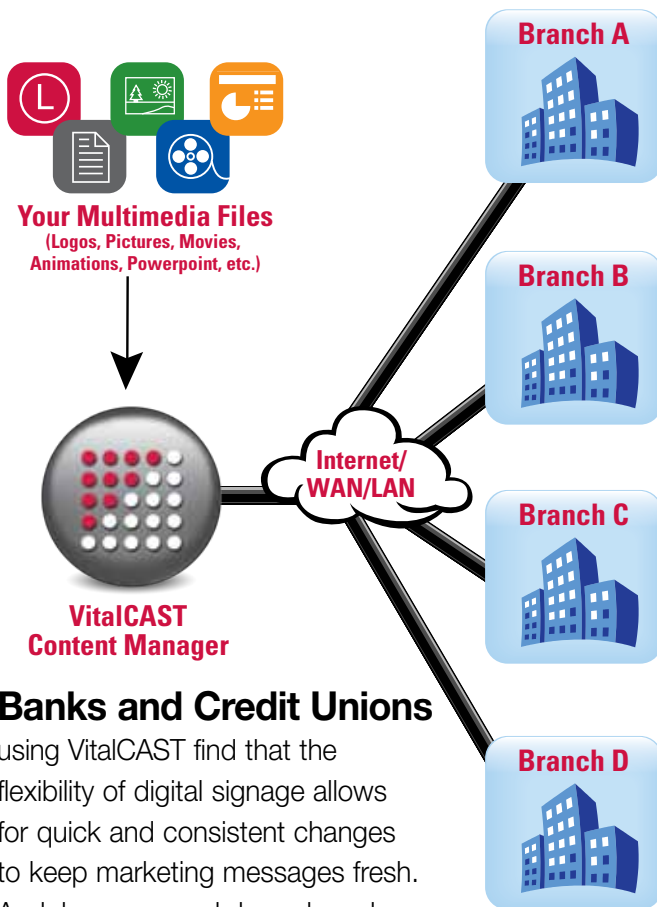
Digital signs used in lobbies, behind tellers and in the drive-up lanes can increase product and service sales, enhance in-branch experiences and deliver marketing messages in a more compelling and memorable way than traditional methods. The VitalCAST digital signage solution is an efficient and effective tool to communicate your marketing and advertising messages alongside television broadcasts, RSS feeds of news and stocks, employee recognition, community events and more.



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VitalCAST at a Glance



Banks and Credit Unions

using VitalCAST find that the flexibility of digital signage allows for quick and consistent changes to keep marketing messages fresh. And, because each branch and each screen can be controlled independently from one central location, financial institutions with multiple branches can create specifically targeted messages for different audiences with just a few clicks of the mouse.

The marketing opportunities for digital signage in financial institutions are tremendous. Digital signage communicates in more efficient and compelling ways than traditional merchandising methods and is more flexible. Let VitalCAST digital signage improve communication, enhance brand merchandising and drive sales for your bank or credit union.



The OmniVUE Outdoor LCD is ideal for financial institution drive-ups.

Multiple Delivery Options

VitalCAST digital signage is delivered to LCD or plasma displays indoors. In addition, we offer two outdoor displays: a 15" or 20" LCD pedestal and the 32" or 46" OmniVUE Weatherproof LCD.

Designed specifically for outdoor use, the OmniVUE is engineered to be the most reliable and longest-lasting outdoor display on the market, providing exceptional visibility in any lighting condition. A rugged cabinet design and vandal-resistant glass safeguards the unit.

5 Simple Steps to Dynamic Digital Signage

1. Add your media files

Combine video or live television with photos, scrolling messages, news feeds and more— all on the same screen!

Images

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

Video/Animation

.mpg, .mpeg, .wmv, .avi, .swf, .mov, .qt, .asf, .gif

Video

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

Additional File Formats

RSS Feeds
Web sites (.htm, .html)
Adobe Acrobat[†] (.pdf)
Microsoft Powerpoint[†] (.ppt)

*Tuner card must be purchased from Texas Digital

[†] File conversion required

2. Create a layout

Separate the screen into partitions to show multiple content on one screen or choose full screen for the “TV channel” look.

3. Add media to the layout

Drag and drop your media files as you like to keep your displays looking fresh and exciting.

4. Assign a schedule

A few clicks of the mouse schedules your content plan to various displays by time of day or day of the week. Schedule content for up to one year in advance.

5. Update your displays

One more mouse click updates all the displays in your network and you're done!



Custom Layout Control

Instead of limiting you to pre-defined screen layouts, VitalCAST's Template Wizard lets you design any layout, up to nine partitions per screen, to maximize your customization.

VitalCAST Media Player

Multiple Outputs With Just One Player

Your Media Player enables you to deliver a diverse message enterprise-wide without buying lots of equipment, paying for outputs on a per-channel basis or taking up valuable space.

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.

The Media Player (MP) is available as a Solo, Dual or Quad model. Based on model, you can display up to four unique outputs from just one piece of hardware and do not pay any additional per-channel fees. The Solo unit is small enough to be mounted in almost any location, including behind the display. The Dual and Quad models are available as desktop or rack mount units.



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www.txdigital.com

financialsales@txdigital.com

Toll Free (North America): 800.693.2628

Outside North America: 979.693.9378

Fax: 979.694.2402

400 Technology Parkway

College Station, TX 77845

MP Solo

Delivers ONE unique output to any number of displays.



MP Dual

Delivers TWO unique outputs to any number of displays.



MP Quad

Delivers FOUR unique outputs to any number of displays.

