

# VitalCAST™

## Digital Signage Solution

## Command attention on and off the green

When placed in strategic locations throughout your country club and golf course, digital signs facilitate effective communications. Digital signage ensures quick, effective and consistent communication to golfers, whether it's information about upcoming tournaments, dining options, Pro Shop promotions or other messages.

## Features & Benefits

- Consolidate multiple information sources into one attention-grabbing solution
- Control all content from one location, ensuring consistent messaging
- Easily integrate existing logos, graphics and color schemes
- Immediately and simultaneously update all displays, regardless of location
- Target information to specific audiences in specific locations
- Show informational messaging alongside live television feeds on one display
- Deliver messages to indoor and outdoor displays
- Influence purchasing decisions from inside the clubhouse to all 18 holes
- Create potential non-traditional revenue stream by allowing third party advertising or sponsor messages alongside your content



VitalCAST is a state-of-the-art software solution that delivers digital messaging via indoor and outdoor LCDs or plasma screens. Displays can be placed indoors and outdoors, ensuring you reach every golfer with one communication tool.

With VitalCAST, you control your displays' content. The ability to customize content and screen layout gives you maximum flexibility to communicate the right message at the right time. Messages are delivered with drag-and-drop ease from one central location, and all signs are updated simultaneously and automatically. Plus, your display "look" can be branded to match other marketing efforts that are already in place.



VitalCAST delivers content in an eye-catching, dynamic format that informs, entertains and motivates.

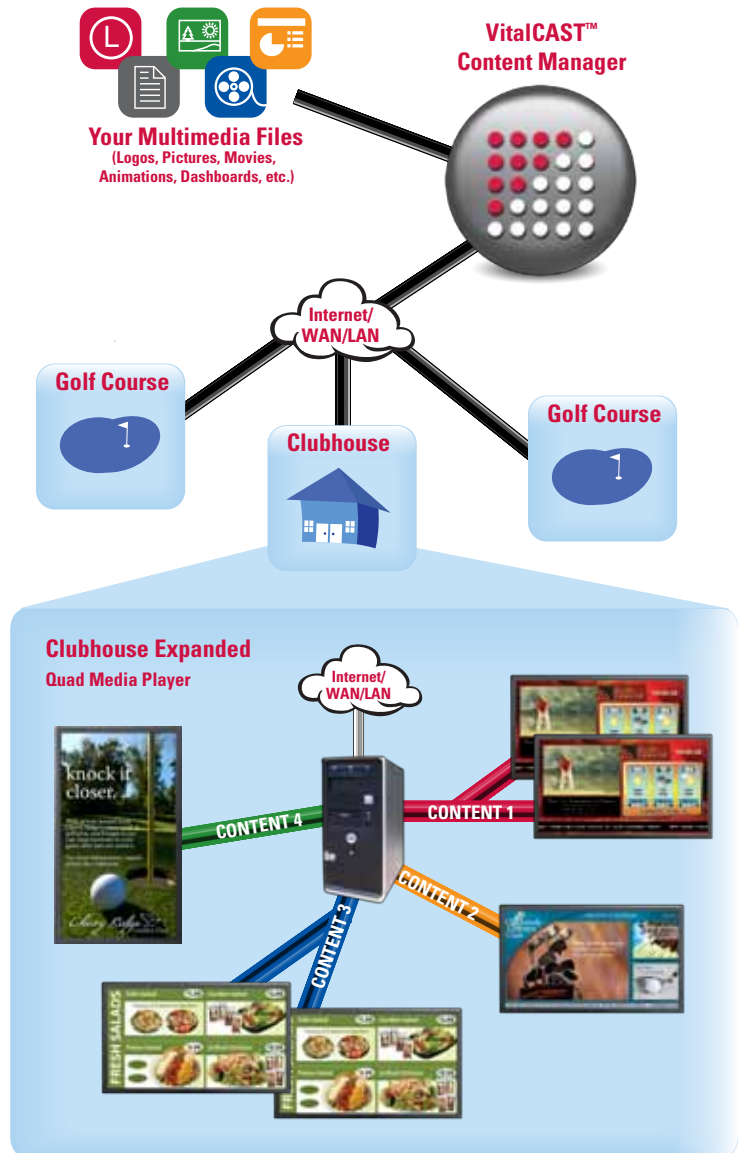
If a tournament is going on, take advantage of the crowd by utilizing digital signage. Take a step in the right direction for your golf course and country club!

# :: VitalCAST Content Manager

## Digital Sign Uses

- Course conditions and information
- Pro Shop retail opportunities and promotions
- Tournament tee times
- Upcoming event announcements
- Dining room menus
- Tournament scores and highlights
- Weather advisories
- Breaking news
- Administrative information and announcements
- Third-party advertising and sponsorships

For digital signage applications in the outdoors, consider our 32-inch or 46-inch OmniVUE outdoor LCD displays for sunlight-viewable content protected from water, dust, dirt and other elements. For more information, contact us or visit [www.txdigital.com](http://www.txdigital.com).



Delivering Business Communication Vitals

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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