



# VitalCAST™

*Dynamic digital signage  
that commands attention*

## Digital Signage Uses

- Concessions & Menu Boards
- Limited Time Offers & Promotions
- Advertise Upcoming Events
- Ticketing & Wayfinding
- Box Office
- Auditorium & Lobby Signage
- Marketing & Advertising

## Features & Benefits

- Increase concessions cross-sales
- Enhance customer experience
- Deliver targeted marketing messages
- Entertain viewers to decrease perceived wait times in concessions and ticket lines
- Save time and money and reduce paper waste by updating displays electronically
- POS integration automatically delivers the right information to all displays
- Manage box office, concessions, lobbies, pre-show advertising and more using one software interface
- Expandable system allows you to grow your digital signage network easily



**Let VitalCAST digital signage enhance your image, improve the customer experience and drive your sales.**

Virtually anywhere you use printed or mylar signs currently can be improved with an upgrade to digital signage. The flexibility of digital signage makes it easy to deliver fresh, eye-catching content that will communicate pricing, deliver show times and theatre information and motivate your patrons.

VitalCAST is an efficient and effective tool to deliver all that and more, controlling multiple theatres and displays using a single, easy-to-use software interface.



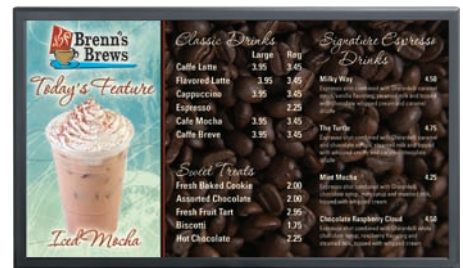
# Concessions & Menu Boards



## 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 up-sell, cross-sell and suggestive sell to impact your concession sales. Our dayparting/scheduling feature controls your menu items and it can

automatically change your offerings at any time to feature certain foods, drinks or pricing scales for any given day, week, hour and/or location. Different or replica menus can be shown at satellite concessions areas using the same software. The flexibility of digital signage allows changes and updates to be made immediately, saving time and money.



# Lobbies, Directionals & Digital Posters



**As guests make their way** to their seats, the digital signage experience travels with them each step of the way. In various areas of the lobby, digital signs can be used to direct visitors to auditoriums, concessions areas, arcades and other entertainment options you may offer. The addition of digital movie posters brings your lobby to life even more and delivers an eye-catching spin to traditional movie posters. Movie trailers playing within the digital poster grab attention and create

even more buzz and excitement for upcoming features. Content on your displays can be changed quickly and seamlessly to accommodate crowds, show special event menus, highlight new products and promotions, announce upcoming attractions and more.



# Box Office & Auditoriums

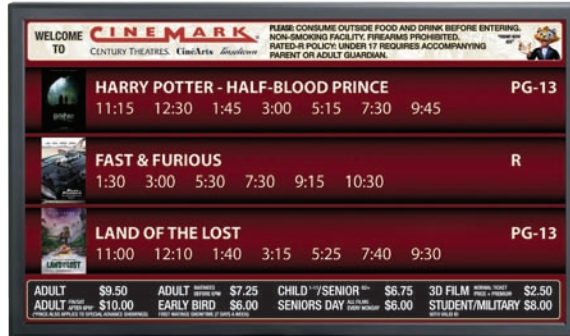
**Your Box Office and Auditoriums** can be controlled by one of two options—the CineVIEW/LED system and/or the VitalCAST/LCD solution.

Both systems feature POS integration with all major suppliers to deliver real-time show titles, ratings, show times and even movie posters in a colorful and professional format.

For large box office settings, multiple LCD screens can be placed side by side to handle any number of movie titles. Screens can also change by time of day to show only those movie times which have not occurred yet. Additional screens can

be added to show movie trailers and other promotional messages.

Using VitalCAST, each auditorium can also feature movie posters or trailers along with movie/auditorium vitals such as run time, number of seats sold, etc.



## POS Integration

- Clarity Commerce Solutions
- Radiant • Ready Theatre Systems
- Retriever • Sensible Cinema
- Splyce • TicketSoft
- Titan • Vista • Others



# Pre-Show Advertising

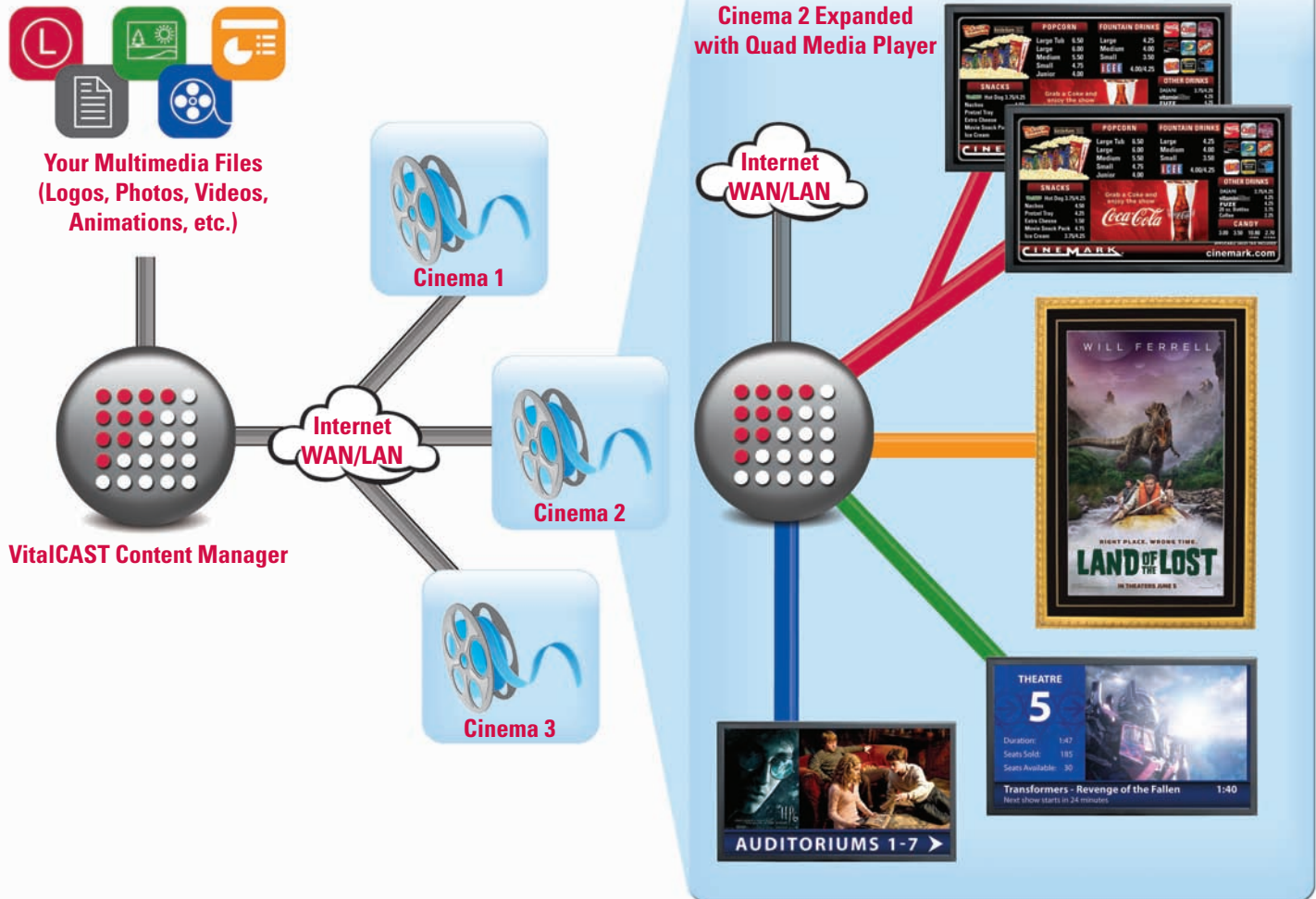
## Auditorium Pre-Show

can also be managed using the VitalCAST solution. Your marketing messages are displayed alongside entertainment-oriented content and advertising before movies to entertain your audience, increase brand awareness and create sales lift.

VitalCAST's statistics reporting provides customized reports and graphs on ad play, including dates, times and frequency that can be used for affidavit purposes to manage your pre-show advertising program completely in-house.



# VitalCAST at a Glance



## VitalCAST™ Digital Signage

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Toll Free (North America): 800.693.2628

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College Station, TX 77845

## 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 Feeds

Websites (.htm, .html)

Adobe Acrobat (.pdf),

Microsoft Powerpoint (.ppt)