

VitalCAST™

Digital Signage

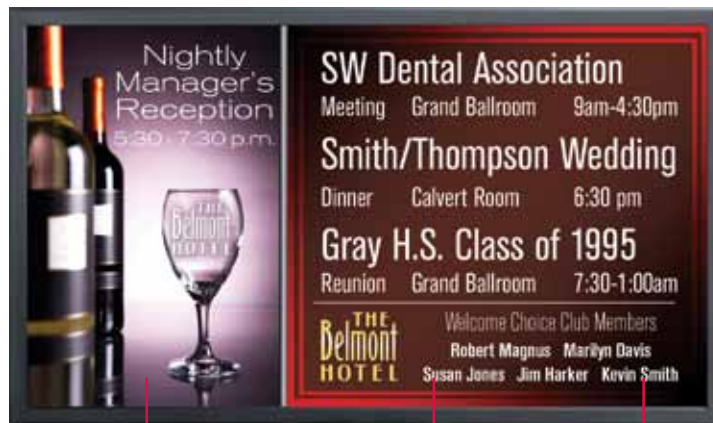


Connect with guests anywhere on property

Today's hotel guests expect information at the tip of their fingers and access to luxury services and treatment. However, it can be difficult to communicate all you have to offer while maintaining a stylish, professional decor. The solution? VitalCAST™ digital signage from Texas Digital—the most innovative and targeted communication medium to reach your guests on property.

Features & Benefits

- Consolidate multiple information sources into one attention-grabbing solution
- Control all content from one location, ensuring consistent messaging
- Easily integrate logos, graphics and color schemes to customize your look
- Immediately and simultaneously update all displays, regardless of location
- Target information to specific audiences—customize any screen in any location
- Deliver messages to indoor and outdoor displays
- Attractive displays and frame options aesthetically enhance your decor
- Interface with leading hospitality management platforms to display real-time event schedules



Event Publicity

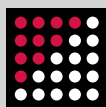
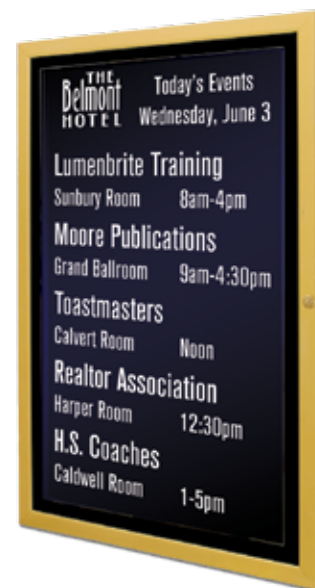
Meeting Room Schedule

Recognition

VitalCAST is a state-of-the-art software solution that delivers hotel-wide digital messaging via indoor and outdoor LCDs or plasma screens. Displays can be placed in any location where guests congregate, such as lobbies, dining facilities, meeting areas and more, ensuring you reach every guest with one communication tool.

As a new communications medium, VitalCAST delivers targeted and compelling messages to hotel guests at the property level. Meeting room schedules, property amenities, local events, things to do near the hotel, branding/marketing messages and other valuable information are all delivered in one communication tool.

Enhance the experience for groups and VIP guests by welcoming them personally with your digital signage solution. VitalCAST gives you the ability to reach those guests in an eye-catching, dynamic format that reinforces their decision to use your hotel, resulting in a positive experience for them and repeat business for you.



Texas Digital™

Delivering Business Communication Vitals

:: VitalCAST At a Glance

Hospitality Uses

- Readerboards / meeting room assignments and schedules
- Hotel events & amenities
- In-room TV channel
- Frequent traveler incentive marketing
- Pool hours & locations
- Guest and group recognition
- Local weather, news, etc.
- Meeting room door card
- Wayfinding / property mapping
- Branding and marketing
- 3rd party advertising

Sign Locations

- Lobbies
- Conference rooms
- Elevators
- Guest rooms
- Restaurants
- Outdoor entrances
- Other high-traffic areas



Delivering Business Communication Vitals

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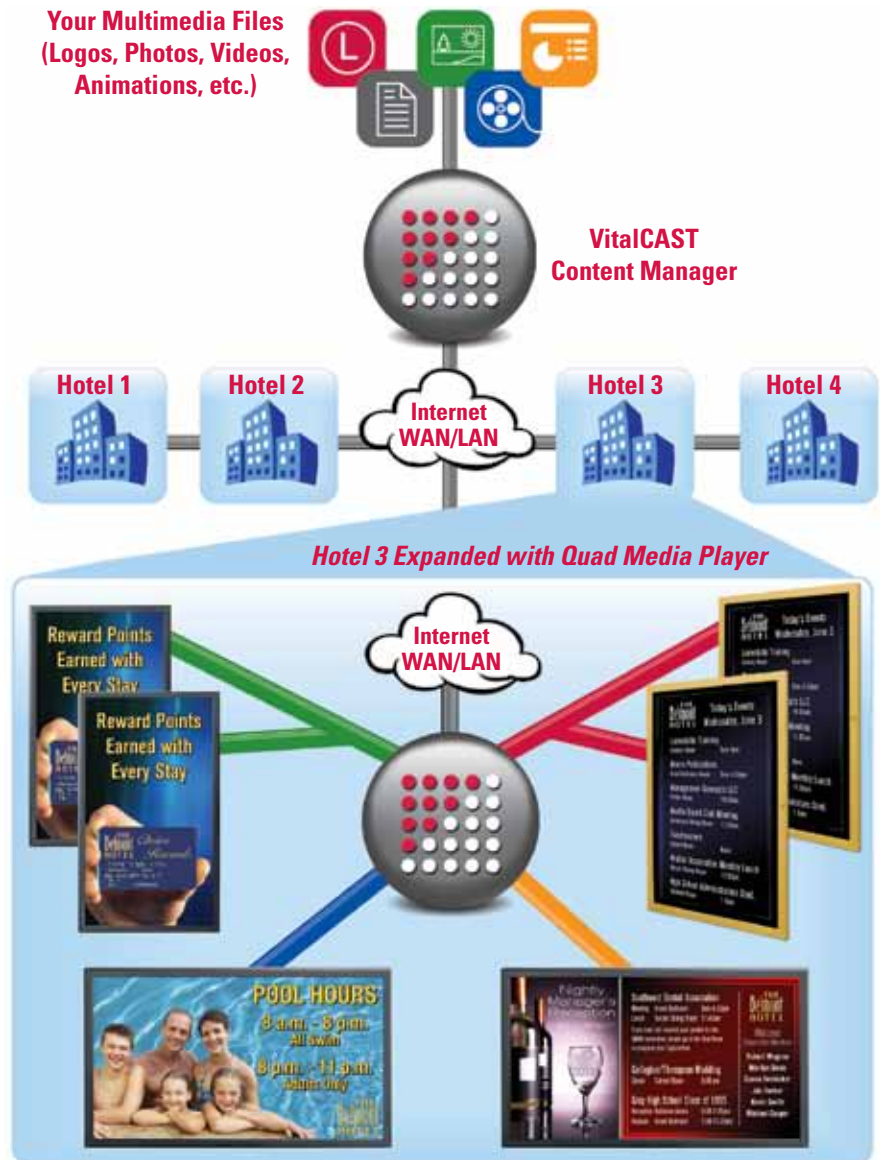
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Multimedia Capabilities

Most major formats are easily integrated into VitalCAST for immediate display.

Images

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

Video/Animation

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

Video sources

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

Web Pages

.htm, .html

Additional File Formats

Adobe Acrobat+ (.pdf)
Microsoft Powerpoint+ (.ppt)
RSS Feeds

*Tuner card must be purchased from Texas Digital
† File conversion required