

# VitalCAST™

## Digital Signage Solution

## Features & Benefits

- Deliver attention-grabbing messages to customers in the store and at the pump
- Encourage up-sells, cross sells and impulse buys on snacks, sodas and other high profit items through suggestive messages
- Drive traffic to specific locations in the store
- Manage content from one central location
- Reduce store clutter and consolidate information into one delivery platform
- Reduce perceived wait time in line
- Schedule your information by time and date to run for any time period up to one year

## Why Digital?

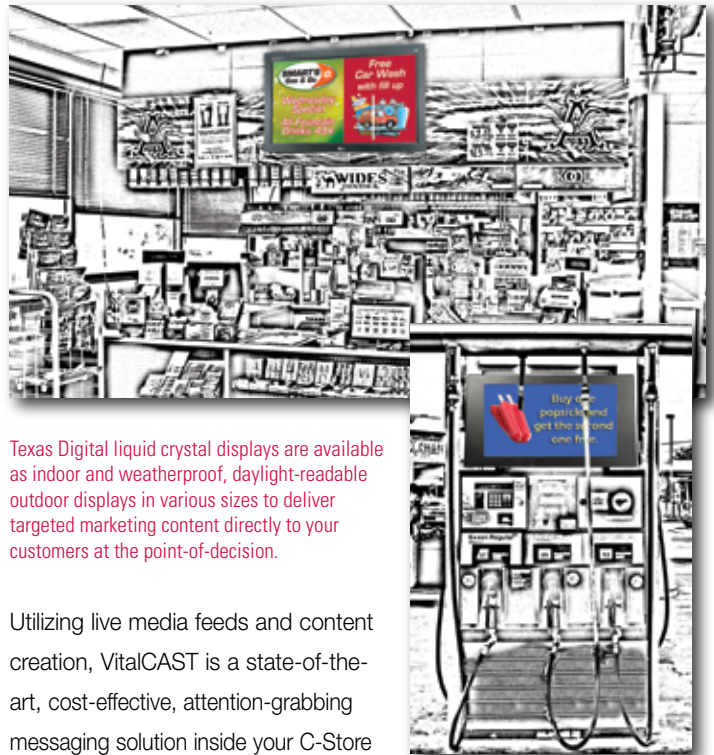
- 84% of shoppers age 18-34 find digital signage featuring product or sale information to be helpful
- 81% of consumers are most interested in seeing in-store programming featuring sales and specials for the store they are in
- 46% of male shoppers are interested in seeing sports news and scores



## Give your in-store POP impact with a digital twist

Effective Point-of-Purchase (POP) displays can have a dramatic impact on Convenience Store (C-Store) sales. Dynamic digital signage combines the proven impact of broadcast-style ads with the effectiveness of traditional POP advertising like shelf-mounted signs, hanging posters and other printed media.

In a recent study\*, 29% of consumers surveyed said they bought a product they were not planning on buying after seeing the product featured on the in-store video display.



Texas Digital liquid crystal displays are available as indoor and weatherproof, daylight-readable outdoor displays in various sizes to deliver targeted marketing content directly to your customers at the point-of-decision.

Utilizing live media feeds and content creation, VitalCAST is a state-of-the-art, cost-effective, attention-grabbing messaging solution inside your C-Store AND outdoors at the gas pump. It

features an easy-to-use, scalable platform that allows you to manage a single location or multiple stores from one location. You can also update information on each display in near-real-time to promote in-store sales and specials.

Indoor LCD or plasma and weatherproof, daylight readable outdoor LCD displays installed in strategically chosen locations in your store or at the gas pump focus your customers' attention on your offerings and increases the likelihood of impulse purchases at your store.

\*Source: 2005 Arbitron Retail Media Study

# :: VitalCAST Digital Signage

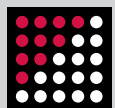
## Why VitalCAST?

- System flexibility and speed of implementation
- Our system allows you to maximize your marketing messages
- You have complete control—no outsourcing to upload or schedule media
- 100% focus on our core competency—delivering digital communication

## Media Compatibility

- **Picture files:** .jpg, .bmp, .gif, .tif, .png
- **Video files:** .avi, .wmv, .mpg
- **Web files:** Flash (.swf), .htm, .html, websites
- **Other Files:** Adobe Acrobat (.pdf), Microsoft Programs (.doc, .xls, .ppt)
- **Video sources:** TV, Cable, Satellite, DVD, VCR, Web cam\*\*

\*\*A TV tuner card is required for TV, Cable and Satellite and must be purchased from Texas Digital.



**Texas Digital**

Delivering Business Communication Vitals

Texas Digital and VitalCAST are trademarks of Texas Digital Systems, Inc. All other trademarks are the property of their respective owners. © 2007, Texas Digital Systems, Inc. · 01/07

## Content Ideas

- Upsell opportunities like car wash upgrades, adding sodas, etc.
- Current and upcoming specials
- Business hours
- Employee recognition
- Paid advertising by suppliers
- Local and national sports scores
- Rewards program information
- Community Involvement
- Cable TV feeds
- News
- Holiday Closings

## Live Content

VitalCAST offers the power of quality digital signage and high impact content. Your customers will enjoy up to date information in News, Sports, Entertainment, Weather and much more!

VitalCAST enables convenience stores of any size to realize the power and impact of cutting edge communication.

[www.txdigital.com](http://www.txdigital.com)

[cstoresales@txdigital.com](mailto:cstoresales@txdigital.com)

Toll Free (North America): 800.693.2628

Outside North America: +1.979.693.9378

Fax: 979.764.8650

400 Technology Parkway

College Station, TX 77845

## Configuration Samples

Customized layouts can be quickly and easily created to suit your needs.

