

# VitalCAST™

## Digital Signage Solution

## In-store communication increases retail sales

Dynamic digital signage is an innovative tool in the retail industry to excite, inform and educate your customers about your unique products and services. The VitalCAST™ Digital Signage Solution is a combination of software and hardware that features an easy-to-use, scalable platform allowing flawless management of content on LCD or plasma displays at single or multiple locations.

### Features & Benefits

- Broadcast ads, commercials, photos, videos, tv/cable feeds and scrolling messages simultaneously in a single or multi-zone screen configuration
- Mix and match content on the fly
- Manage content, schedule playlists and deliver media to any number of displays from one central location
- Deliver regional, local or display-specific content
- Improve sales by posting limited-time offers, new products or value-added services
- Achieve greater message impact with eye-catching, dynamic content
- Change your message quicker, easier and less expensively than traditional printed signage

VitalCAST helps you manage print ads, commercials, videos, tv/cable feeds and more to deliver a dynamic, custom message to your customers. You can customize, change and update your content on any or every display in your network in minutes, making you both more flexible and responsive to your customers' needs. Whether you sell automobiles or women's shoes, VitalCAST is a powerful marketing tool for many different industries and businesses.



Customers are 5 to 10 times more likely to notice dynamic messages versus static messages and 2 to 5 times more likely to recall the message.

Influence purchase decisions and increase your sales with eye-catching images that build brand awareness while simultaneously improving recall of your products and services. Capture attention with moving images and videos that allow you to create consistent, flexible and effective advertising messages. As your customers' needs change on a monthly or even daily basis, you can keep up with marketing campaigns effortlessly throughout your organization and reach your customers with the offerings that cater to their at-the-moment desires.

# :: VitalCAST Content Manager

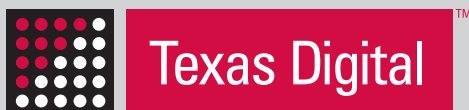
VitalCAST accepts a wide variety of media and video formats, making it flexible and user-friendly. Your existing advertising and promotional material can be imported directly into VitalCAST for immediate display in an attention-grabbing and professional digital format. And adding or deleting content is as easy as a few clicks of the mouse.

VitalCAST can be controlled on a local or enterprise-wide basis. Content can be directed to any number of displays via our Media Player, delivering the same or different content to each display. Best of all, this solution requires no in-depth assistance from your IT department.

## Content Compatibility

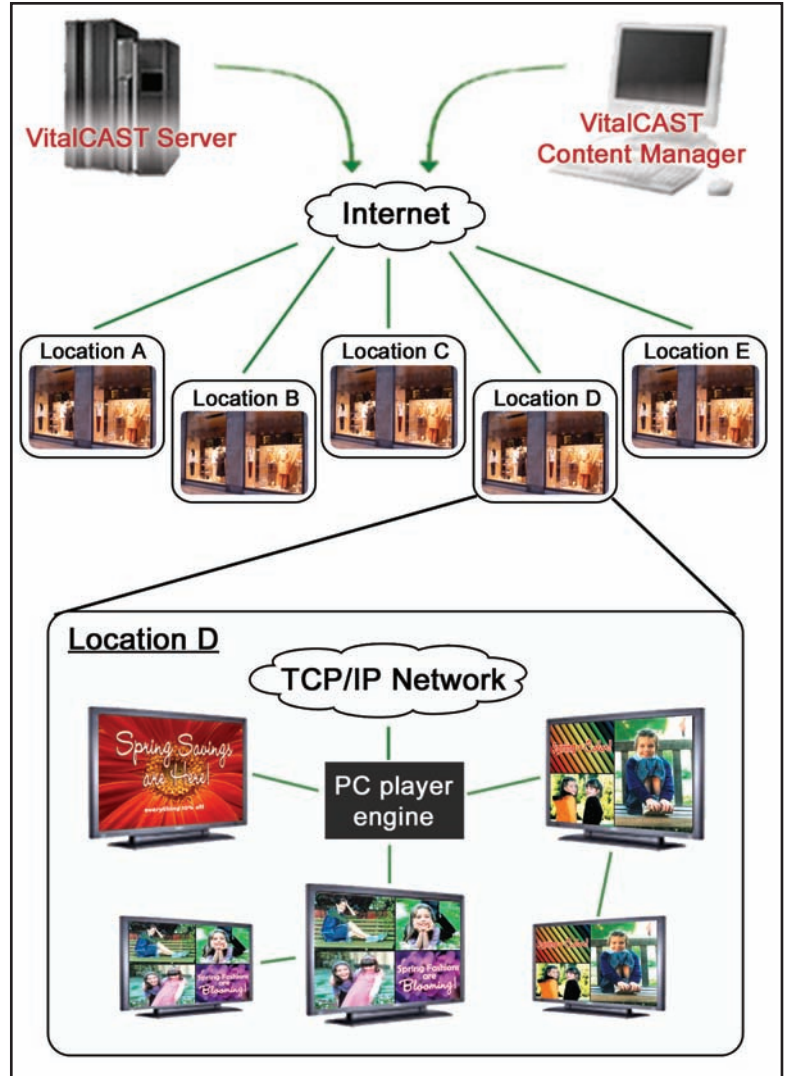
- **Picture files:** .jpg, .bmp, .gif, .tif, .png
- **Video files:** .avi, .wmv, .qt, .mov, .asf, .mpg
- **Web files:** Flash (.swf), .htm, .html, websites
- **Other Files:** Adobe Acrobat (.pdf), Microsoft Programs (.doc, .xls, .ppt)
- **Video sources\*:** TV, Cable, Satellite, Web cam, DVD, VCR

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



Delivering Business Communication Vitals

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VitalCAST coordinates display content seamlessly throughout your entire organization. The system is extremely user friendly and allows you to preview all playlists prior to updating each display.

A complete VitalCAST system includes all media player PC hardware and peripherals, LCD/plasma displays, software licenses, training and support.

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