



VitalCAST™

Broadcast Solution

Features & Benefits

- Consolidate multiple information sources into one attention-grabbing, campus-wide 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
- Communicate emergency procedures for fires, weather situations or other urgent situations instantly campus-wide
- Create potential non-traditional revenue stream by allowing third party advertising to display alongside your messaging

Dynamic digital signs connect your campus

Placed in strategic locations campus-wide, digital signs facilitate effective campus communications. Whether it's administration messages, upcoming events, student recognition, cafeteria menus or any other type of message, digital signage ensures quick, effective and consistent communication to faculty, students and visitors.



VitalCAST is a state-of-the-art software solution that delivers campus-wide digital messaging via indoor and outdoor LCDs or plasma screens. Displays can be placed in any location where people congregate, such as food courts, student centers, teacher lounges, bookstores and building lobbies, ensuring you reach every corner of campus with one communication tool.

The ability to customize content and screen layout gives you maximum flexibility to communicate the right message at the right time. Delivering menu items in the food court, stock prices in the business school and sports highlights in common areas are all managed with drag and drop ease from one central location. Plus, your display "look" can be branded to match other marketing efforts.

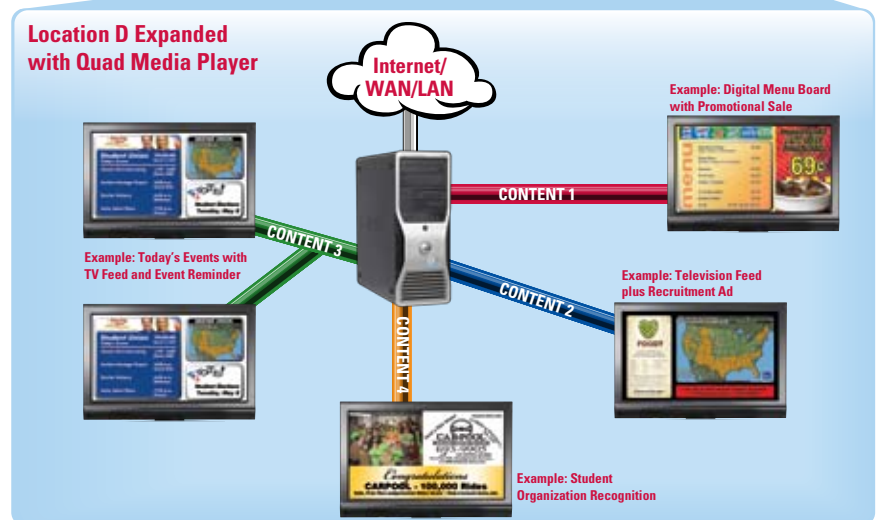
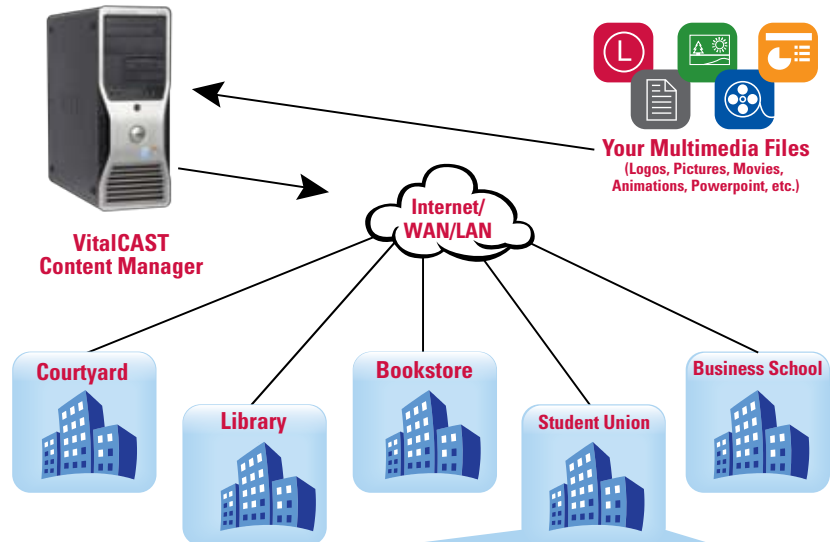


Communication is key for today's educational institutions. VitalCAST delivers the ability to reach your students, faculty and visitors in an eye-catching, dynamic format that informs, educates and motivates.

:: VitalCAST Content Manager

Digital Sign Uses

- Disaster/Emergency information
- Weather advisories
- Breaking news
- Registration and administrative information and announcements
- Event announcements
- Dining room menus
- Academic calendars and deadlines
- Sports scores and highlights
- On-campus recruiting schedules
- Wayfinding for new students, parent's weekend or game day events
- Guest speakers/lecture hall topics
- Student and faculty recognition
- Third-party advertising



Delivering Business Communication Vitals

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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

*Tuner card must be purchased from Texas Digital

Web Pages

.htm, .html

Additional File Formats

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