

What do you want your Customers to know?
ip|NARROWCAST
DIGITAL SIGNAGE|Turnkey



What's in it for you?



PROMOTE ANYTHING. ANYTIME.

Events, Services, Staff, Entertainment, Specials,
Customer Photos and MUCH MORE!



What do you want your Customers to know?

ip|NARROWCAST

DIGITAL SIGNAGE Turnkey



What We Do

ip|NARROWCAST develops, administers and supports customized in-house television marketing systems that can easily be integrated with website, social networking services, Cell Phone SMS, Email Newsletters and QR Code technology. Our service allows businesses to advertise their goods and services through advanced and dynamic eye-catching media.

Our product is **Dynamic Digital Signage (DDS)**, also known as captive audience networks, retail television, or electronic billboards. DDS provides an easy, powerful and highly cost-effective way to **PROMOTE, INFORM and ENGAGE** your customers right where it matters most – the Point-Of-Purchase.

What Dynamic Digital Signage (DDS) Does For You

DDS refers to the delivery of advertising and branding your messages on video screens or monitors in public places.

ip|NARROWCAST uses the latest in digital content and Internet technology to deliver colorful and vibrant advertising, all while communicating to your target audience in the very places where customers shop, gather, and entertain.

DDS provides you the freedom to schedule and promote your ads through video, animations, photos, images, and scrolling text messages. All of these richly dynamic media can be scheduled and published in real-time to any specific location and to suit any given need.

Internationally, Dynamic Digital Signage has established itself as a next-generation media network, and is among the most rapidly growing methods used for delivering ads, corporate communications, and other messages.

Why Use It?

Whether you are seeking new ways to reach your customers or a more efficient method to communicate with your employees, Dynamic Digital

information directly to your customers in-house, DDS takes advantage of a very small but absolutely critical window of opportunity.

It allows you to communicate directly to your customers at a time when they are most receptive to buying your products or services. This moment is called the *Point Of Purchase Decision*.

Arbitron research shows that businesses properly using DDS with customers during this window of opportunity can realize a **65% lift in sales** and awareness of their offerings.

With DDS, your message is distributed with greater efficiency, while significantly reducing your effort, time, and cost associated with traditional advertising.

The widespread availability of modern display screens and broadband Internet now provide unprecedented opportunities for businesses to deliver this lively content to their audiences.

Research shows that people are five to ten times more likely to view and recall dynamic ads over static and passive print ads.

And unlike printed posters, computer slideshow presentations, or even DVD displays, ip|NARROWCAST Digital Signage is dynamic, attention-grabbing, and can be updated and scheduled remotely in real-time.



Your Message:

Your logo, Welcome, Specials, Events, Photos, Entertainment, Products, Services...
Your choice



Live Feeds:

Weather, Time, Sports...
Your choice



Your Flat Panel Television(s)



Information:

Staff, Services...
Your choice

Internet RSS Feeds:

e...scrolling information here...scrolling

Signage (DDS) is the ultimate solution to find an audience through its changing and attention-grabbing content.

By promoting your own products, services and

Think of it as your own television station where your CUSTOMERS ARE YOUR AUDIENCE

What do you want your Customers to know?
ip|NARROWCAST
DIGITAL SIGNAGE|Turnkey



Strong Promotion Builds Strong Customer Relationships

There is an old saying that, *"in business, image isn't everything; it's the only thing!"* This holds not only true for a multi-billion dollar corporation, but also for a community-based small business.

Having a good product or service is not good enough! Businesses must also promote their services and goods, build a proper image, communicate their message, and maintain a strong relationship with their customers.

Advantages Of Dynamic Digital Signage (DDS)

•**DDS is Direct:** It speaks directly to consumers at their Point-Of-Purchase (or decision-making point), while advertising in passive media such as television, radio, and newspaper often causes businesses to miss their potential audience.

•**DDS is Immediate:** DDS communicates with shoppers who are ready to buy during their "last 10 feet".

•**DDS is Personal:** DDS content can be modified at any given time to suit regional or local interests, demographics, and buying patterns.

•**DDS helps with Retention:** Research shows that a customer's ad recall for products advertised by DDS is greater than from other passive, more traditional advertising.

•**DDS assists Accountability:** owners can track any uplifts in sales attributed to DDS advertising.

What's In It For You?

Dynamic Digital Signage is not an end product, but rather it is a constantly streaming and changing advertising process!

ip|NARROWCAST will partner with you to promote your business, increase sales, and help to ensure your long-term viability. We provide you with the latest tools to attract and maintain those critical relationships with your customers.

ip|NARROWCAST will provide you an advertising network that is as creative as you would like it to be. We will work with all of your ideas, suggestions, and proposals to generate a streaming flow of advertising for your audience base.

We Handle Virtually EVERYTHING For You

We DEPLOY

dynamic eye-catching rich-media to your displays.

We MANAGE

all displays remotely.

We PUBLISH

digital ads and messages to your target audience in real-time.

We CREATE and SCHEDULE

digital ads and messages for all of your events.

We PROMOTE

products and services to increase customer awareness.

We MAINTAIN and DEVELOP

critical relationships with your customers.

We IMPROVE

your business image and branding with the latest technologies.

We can help to

INCREASE YOUR PROFITS by up to 65%

Not only will it grab your customers' attention, it will also leave them with a long-lasting impression of your business.

When you build relationships with your customers, they buy more from you.



Our Service Helps YOUR Business To:

- Provide a more “emotional” connection with your customers by speaking directly to them.
- Develop and deepen already-established profitable relationships.
- Empower your unique business brand.
- Dynamically differentiate your offerings from the competition.
- Capture your customers’ attention.
- Promote directly to your customers where it matters most, at the Point-Of-Purchase.

What do you want your Customers to know?
ip|NARROWCAST
DIGITAL SIGNAGE | Turnkey



About ip|NARROWCAST

ip|NARROWCAST Digital Signage is designed to meet the growing market needs for a new-generation dynamic advertising and messaging solution.

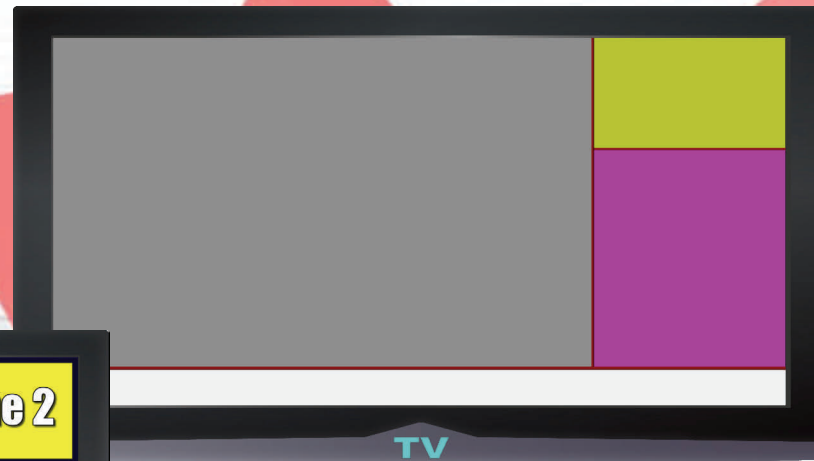
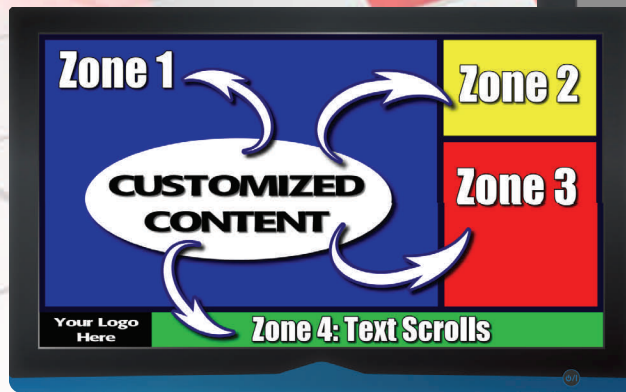
Our mission is to provide small and medium-sized businesses with the same promotional tools as the corporate giants but at a fraction of the cost.

In 1999 we began providing promotional services to the bar and nightclub hospitality industry on VHS video tape and then later on DVD. As technology has evolved, so have we.

Today, we provide virtually any type of business with a fully-managed, real-time, Internet-based digital signage solution costing hundreds and even thousands of dollars less than other companies.

Please, visit our website for more information about our offerings and to watch our Digital Signage demonstration.

We look forward to helping you increase YOUR profits.



QR Code

