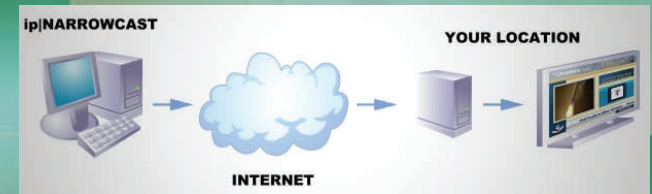


ip|NARROWCAST

Digital Signage

Your Customer Information Channel



Digital Signs Of The Times

It's known as digital signage, dynamic signage, retail television or electronic billboards – among others. Whatever you call it, localized dynamic media is a part of our future...and yours.

What's your place in it?

Whether you are looking for new ways to reach your Customers or a better and more efficient media to communicate with your employees, digital signage is the ultimate solution to reach your audiences with dynamic up-to-date content and messages.

Promoting your products, services and information directly to your Customers in-house takes advantage of a very small but absolutely critical opportunity. It presents your information directly to your Customers at a time when they are most receptive to buying your products. It's called the *Point Of Purchase Decision* and proper use of digital signage to capitalize on it could result in a 65% lift in sales and awareness of your offerings.

Research shows that people are 5 to 10 times more likely to view dynamic ads versus static ads. Unlike printed posters and DVD displays, ip|NARROWCAST Digital Signage is dynamic and can be updated and scheduled remotely in real-time.

Image Is The Only Thing

This old lament said, *"In business, image isn't everything; it's the only thing."* This is not only true for a multi-billion dollar corporation, but it is essential for a community-based small business as well.

In order to survive and win in today's fast-paced competitive market, having a good product or service is not good enough. Owners and operators need to promote their business, build the right image, communicate the right messages and aggressively maintain relationships with their Customers.

Today's Traditional Advertising Tools

Various advertising tools, from newspaper and television to Web and online advertising, have emerged and helped small businesses promote their image and communicate their messages. Those media tools, while great for reaching people at home and office, all have a common shortcoming – they fail to reach

people when they are away from home and office.

In contrast, billboards, printed posters, and DVD based video displays can reach people when they are away from home; however, they can usually take a long and costly cycle to produce, distribute and update. More importantly, all of these traditional tools greatly handicap the businesses that have the needs to target specific audiences with timely, up-to-date and relevant content

Dynamic Digital Signage

Digital signage refers to the delivery of advertising and branding messages on screens within public places.

It uses digital content and Internet technology to deploy dynamic media signs and delivers advertising and communications to target audiences at locations where people shop, gather and entertain.

Rich-media content such as video, animations, images and text messages can all be scheduled and published in real-time to any specific location.

With digital signage, content distribution consistency and efficiency are greatly improved while time and cost involving the distribution are significantly reduced. The increasing use of modern display panels and the widely available broadband Internet infrastructure have provided unprecedented opportunities for businesses to deliver dynamic content to their audiences.

Digital signage is quickly establishing itself as a next-generation media network and is among the fastest growing businesses around the world in delivering advertisements, corporate communications and other messages.

Dynamic Digital Signage Advantages

- Dynamic Digital Signage (DDS) talks to consumers directly at the point-of-purchase or point of decision while in TV, Radio and Print there is always a time for distance gap between the ads and the advertised product.
- DDS builds "the last 10 feet" to the consumer as it communicates with shoppers who are ready to buy. It is more targeted, with in-store demographics becoming increasingly available to enable more accurate day-parting and other measurements.

- DDS content can be adapted depending on regional or local interests, demographics and buying patterns.
- DDS audiences are 'ready to act' while all other media audiences are passive 'potential consumers'.
- Ad recall and retention in Digital Signage is better than in any traditional advertising.
- DDS ad spending is easier to account for as it can be tracked directly to sales uplift.

What Can ip|NARROWCAST Digital Signage Do For You?

Digital signage is not an end product, but rather an ongoing process.

In order to promote your business, increase sales and ensure your long-term viability, you need to attract and maintain relationships with your Customers. They need to feel good about you.

ip|NARROWCAST provides the following essential services to your business:

DEPLOY

dynamic eye-catching rich-media to your displays.

MANAGE

all displays remotely.

PUBLISH

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

SCHEDULE

digital ads and messages for all of your events.

PROMOTE

products and services and increase Customer awareness.

MAINTAIN

relationships with your Customers.

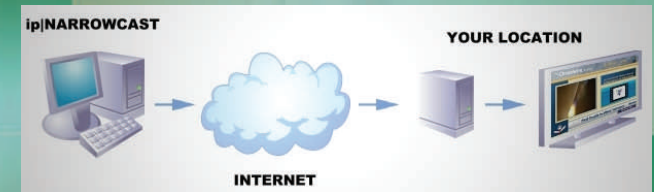
IMPROVE

your business image and branding with new technology.

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Our digital signage service is completely branded to your business identity.

It will not only grab your Customers' attention, but will also leave them with a long-lasting impression of your business.

Our Service Helps Your Business To:

- Provide an emotional connection with your Customers/Clients/Stakeholders.
- Develop/deepen long-term profitable relationships.
- Empower your brand.
- Dynamically differentiate your offerings.
- Capture your Customers' imaginations.
- Promote directly to your Customers where it matters most, at the *Point Of Purchase*.

About Us

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.

Think of it as your own television station and your Customers as your audience.

When your Customers know more about you, they buy more from you.

Please, visit our website for more information about our offerings and to see our *video preview demonstration*.

We're looking forward to helping you.

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