



Point of Purchase  
Advertising System

*Be Seen...On Screen™*

# Point of Purchase Advertising System

Move your business into the 21<sup>st</sup> Century with a  
**Point of Purchase  
Advertising System**  
for as little as \$6 dollars a day!

Increase your Sales and Revenue by installing a  
system in your place of business to up-sell,  
cross sell and promote new products, sales,  
specials, services and procedures

# What is it?

- ✓ It's like having your own **in-store television station** that your customers can watch to learn about sales, specials and promotions
- ✓ **Digital Signs** replace or supplement traditional posters and signs with flat panel computer screens or TV's
- ✓ **Digital Signs** can be used anywhere you would traditionally use point of purchase advertising or posters
- ✓ Place **Digital Signs** where customers shop, gather, browse or wait, they're guaranteed to watch and **BUY!**



# What does it do?

- ✓ Screens display high impact promotions, reminders, education and even entertainment for **your customers**
- ✓ Screens play exciting **full color video** and **animated media**, that capture your customers attention!
- ✓ You can **quickly add, change or delete any content in 24 hours** or less, including pricing and sales information!
- ✓ You can run TV style **ads and campaigns**, **sell advertising space** to partners and **increase sales** with current, targeted promotions!



# Why do I need it?

**Digital Signs allow you to move above and beyond static advertisements and posters by immediately enhancing communication with your customers and increasing sales with Dynamic Digital Media!**

- ✓ **Increases sales** by up to 300% according to the Point of Purchase Advertising Institute
- ✓ Has the **highest Brand Recall** in the industry
- ✓ **Generate Revenue** by providing space on your screens for partners, vendors and suppliers or the store next door
- ✓ Improves **customer and employee product knowledge** by more than 40%
- ✓ **Targets consumers in the store**, where **70%** make their purchasing decisions
- ✓ **Up sells, Cross sells and promotes** your products and services

# What we provide

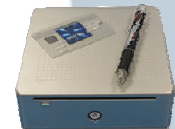
- ✓ Our Revolutionary VisionCast™ Digital Signage software
- ✓ Customized Player PC's and Displays of all sizes and/or integration with existing TV and cable system
- ✓ Exciting, Cost Effective Content Creation using your own material
- ✓ Content scheduling and change capabilities so you can update your Ads in 24-48 hours
- ✓ Fully Integrated Support Services including installation and technical support

 **INTERTISE**  
create + connect + captivate

Player PC Standard (12"x12")



Player PC Mini (7"x7")



Full Screen Video



Animated Media



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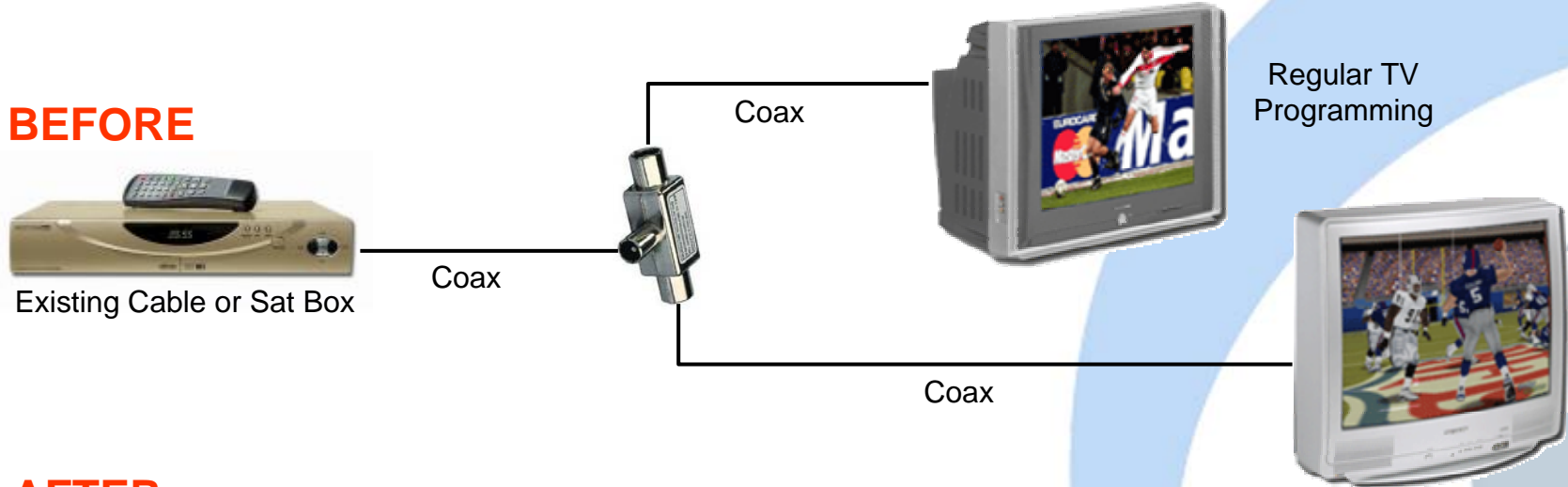
# Existing TV Integration

Intertise also provides a solution that allows a business to easily add an advertising channel into their existing channel lineup by sending a signal to an unused channel, that can be branded under the stores name!

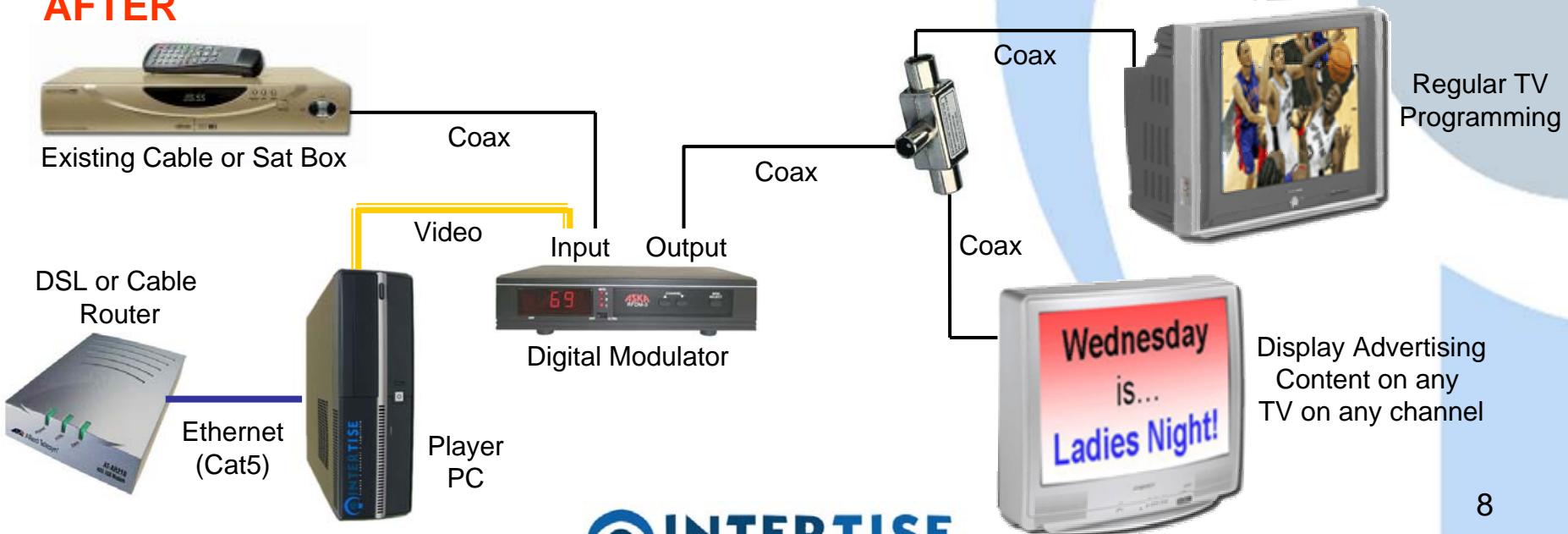
- ✓ Uses existing, **already installed televisions** and cabling
- ✓ Creates a stand alone channel in your existing lineup that **can run any type of content**
- ✓ **Works with one or many TV's** and allows you to select which TV's to run Ads on with your remote control
- ✓ **Integrates** with existing cable and satellite systems simply by adding a PC and modulator
- ✓ Create your own branded TV station that runs only **YOUR Commercials!**
- ✓ **Reduces installation costs** by utilizing existing TV's which eliminates the need for new mounts and cabling

# POP Ads TV

**BEFORE**



**AFTER**





# What does it cost?

- ✓ Software only “Do It Yourself” kits using your own PC and Screens start at \$285
- ✓ Integrated “POP Ads TV” Channel utilizing existing televisions starting at \$749
- ✓ Full Turnkey Solutions including an Intertise Player PC and 19” Display for as low as \$985
- ✓ Full Network Support starting at only \$79 per month
- ✓ New Ads Developed for only \$99
- ✓ Select a Complete Package and get free Ad Creation
- ✓ Financing Available for Hardware Systems, Software, Installation and Creative Services

# Package Pricing

	<b>Standard Package</b>	<b>Plus Package</b>	<b>Premium Package</b>
Player PC	Player PC (Celeron)	Player PC (P4)	Player PC (P4-Mini)
Display Screen & Mount	19" LCD Screen & Flat Wall Mount	26" LCD Screen & Tilt Wall Mount	42" Plasma Screen & Ceiling Mount
Software	VisionCast™ Software	VisionCast™ Software	VisionCast™ Software
Creative Services	1 Free Ad	3 Free Ads	5 Free Ads
Installation	Installation	Installation	Installation
Technical Support	On-Site for 1 year	On-Site for 1 year	On-Site for 1 year
Network Support (Content Management)	Network Support for 1 year (\$129 per mo)	Network Support for 1 year (\$129 per mo)	Network Support for 1 year (\$129 per mo)
System Price	\$1,399	\$2,099	\$3,399
With Financing (including network support for 1 year)	\$119 per month (for 36 months)	\$139 per month (for 36 months)	\$189 per month (for 36 months)

# Pricing Extras

- Content Creation Pricing:
  - Flash Ad: \$99
  - Flash Ad w/voice or music: \$199
  - Video Conversion: \$49
- Network Management Service Pricing:
  - Per Month (unlimited Ad management): \$79-\$129
- Hardware & Installation:
  - Mounts: \$59 (basic wall) - \$399 (pole from ceiling)
  - Modulator for TV integration: \$99
  - Extended Cables: \$39 - \$159 (depending on length)
  - Installation: \$199-\$499 (typical install for one screen is \$199)
- Upgrades & Additions:
  - 19" LCD Screen: \$299
  - 26" LCD Screen: \$799
  - 32" LCD Screen: \$1,199
  - 42" Plasma Screen: \$1,499
  - Other screen sizes available
- Add more screens or go bigger!
- Buy 10 Ads all at once and save \$250 dollars!
- Sign a multi year Network Management agreement and save more!
- Consolidate packages, content creation, service agreements and extras and finance the entire purchase!

# Contact Us

**Let Intertise bring your business  
advertising into the 21<sup>st</sup> Century Now and**

*Be Seen...On Screen*<sup>TM</sup>

Call us at 800.630.2841

email us at [info@intertise.com](mailto:info@intertise.com)

or visit us on the web today at

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