

# ... a new way to advertise

doPublicity provides Digital Signage Marketing Technology which assists businesses and professionals in promoting their products and services to their customers.

Our Plug N Play Player and customizable content templates are compatible with conventional flat screen LCD or Plasma TV's.



- A Cost-Effective & Complete Digital Signage solution - **simple to install and operate**, be up and running in minutes
- Proven to **increase sales** to your captive clientele, while they are in your location
- Use our on-line tools to create **customized dynamic advertising content**
- **Manage the screen** remotely from any computer with internet access
- **Flexibility** to modify your campaign offerings instantly - adjust to foot-traffic and special occasions
- Automatic shut off / turn on of screens - **save electricity** / increase screen life
- Ability to display both **Horizontal and Vertical orientation**
- Trouble-free **revenue generating** opportunity
- Display **live** news, weather and traffic reports



Digital Signage is used to...

Drive sales and push volume

Create service awareness

Deliver Up-To-Date Content & Real Time Messages

#### In Automobile Sales / Service Locations

Promote sales of newer models

Educate users about new features and options

Sell to customers whose car is being serviced

Offer Financing and Rebate options

#### In Banks and Financial Institutions

Welcome messages

Display current interest rates

Promote mortgage and other financial services

Show live stock market information

#### In Hotels

Hotel Attractions

Welcome messages

Display current events at hotel

Currency rates in lobby

#### In Restaurants

Digital menu board

Publicize current or seasonal eye-catching dishes

Screen your daily specials

Introduce new offerings

#### In Retail Businesses

Promote special occasion sales

Offer discounts on surplus inventory

Educate customers about new products

Publicize paired products and accessories

Showcase additional locations

#### In Offices Of Professionals (Doctors, Realtors, etc.)

Educate clientele about services

Promote supported services

Provide testimonials

Entertain people waiting for their appointments



# doPublicity



Decide content



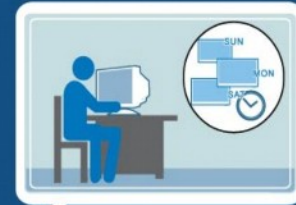
Create content using templates  
or upload custom content



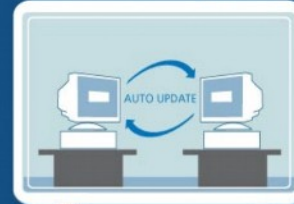
Servers compile, schedule and distribute content



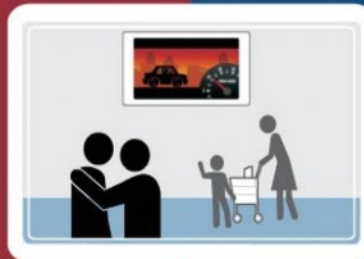
Install screen



Schedule screen and content timing



Screen automatically updates software and content daily



Customers view content on screen and take purchase decisions

## doPublicity Plug N Play Player

- ✓ doPublicity DigiSignware Application
- ✓ CPU: Min. 1.3 GHz. Thin Client
- ✓ Ram: 1 GB.
- ✓ Video card: Capable of 1366 x 768 resolution
- ✓ Drive type: 4 GB DOM
- ✓ OS: XP embedded SP2
- ✓ PCI 802.11 B/G Wi-Fi OR 56K Dialup Modem
- ✓ Networking: Autosensing 10/100 Ethernet
- ✓ 1 year advanced exchange warranty

## Maintenance Service

- ✓ Maintenance of Software
- ✓ Software Upgrades
- ✓ Content Management, Hosting and Access
- ✓ Daily uploads and downloads of content
- ✓ Use of Online Templates
- ✓ Online daily reports
- ✓ 24/ 7 Tech support

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