

Market Information

"Narrowcasting"
"Digital Signage"
"Digital Marketing"
"Dynamic Visual Messaging"

These terms are used interchangeably to define what the industry describes as "... the digital delivery of media rich visual content through a network of displays in an out-of-home setting that is centrally managed and controlled."

At Com-Net we have chosen Digital Signage as the term that best represents our understanding of the market and product requirements. Digital Signage is targeted in its message, physical delivery, and its ability to support thousands of locations with rapidly changing content and communications.

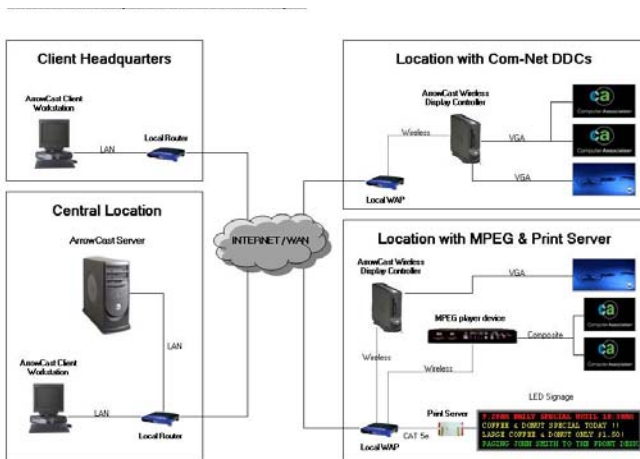
Digital Signage is more effective than printed signage.

Industry research estimates that retailers spend over \$5 billion every year on printed signage. The problem with printed signage is that it is static and does not always catch the eye of the intended audience. Research has shown that approximately 52% of shoppers leave stores empty handed. Digital Signage on the other hand uses digital content to communicate its message. Digital Signage content is displayed on new larger and brighter flat-panel monitors, using crisp colorful graphics, full motion video, sound, sharp animations, and clear text catching the eye and mind as never before. With 66% of shoppers who buy making the decision to buy in the store, Digital Signage offers an exciting alternative that can significantly improve the effectiveness of your signage investment.



Digital Signage should be driven by your marketing communications strategy.

To make a Digital Signage system work you need the integration of two primary components: **Digital Content** and a **Digital Content Delivery System**. Having the right content targeted to the right audience is critical to success. Content is determined by your marketing communications strategy and should be the first step in the process. But both components are important and both must compliment each other in terms of system integration and feature functionality. Generally these components come from separate vendors since each requires very specialized skills and resources.



- **Software:** Central control and delivery system software and local viewer software
- **Hardware:** Server, local display controllers, display monitors, and local area networking hardware
- **Network:** Internet or VPN access for content delivery and a LAN for each location.
- **Professional Services:** Installation and support services.

The most advanced Digital Content Delivery Systems use Web technologies.

The key to effective communication is getting the right message to the right audience at the right time. The same technologies that power the Web have now made it possible to effectively communicate with an audience at the point where communication is most effective: where you purchase, where you receive service, where you travel, where you go to school, where you work. Systems based upon Web display technologies are very secure easy to use, easy to change, and adhere to industry open standards eliminating proprietary restrictions.



Making Digital Signage work requires an experienced capable vendor.

Most Digital Signage systems involve many locations and potentially hundreds or even thousands of display devices. No one system is alike – each has unique requirements and design variations. The Digital Content Delivery System provider must have the experience, expertise, scope of coverage and necessary resources to meet these requirements. Things such as the ability to work with the content provider to match content with the appropriate display technology, system design, engineering, configuration, and testing along with 24x7x365 help desk, software/hardware support, repair center, and national on-site maintenance services are absolutely critical to the success of a Digital Signage System.

For more information on Com-Net or ArrowCast, call 1-800-899-2638 or e-mail us at sales@comnetsoftware.com