

DEALER DISPLAY SYSTEM



LIFT SALES...LIFT CSI...LIFT IMAGE...

Introducing DEALER DISPLAY SYSTEM from Signature Technologies, the only digital display capability designed especially for auto dealerships...designed to help you reach your in-store customers and drive-by prospects with compelling, pinpointed messages that help trigger a purchase decision and enhance the overall experience.

DRIVE DISPLAYS WITH EASE

DEALER DISPLAY SYSTEM includes all that is needed to power your message—the displays, the controllers, the players and the software that makes it work. Built on the same open digital technologies used for the web, the system supports standard media formats (JPEG, GIF, BMP, Flash and more) and can drive all types of displays including plasma, LCD-TFT and outdoor LEDs. The system enables you to easily import and store, review and control, schedule and distribute, and track and manage your multi-faceted content.



IMPACT IMAGE

Supercharge your image with a network of digital displays that say WOW. Impress customers with strong visual and dynamic content that creates real impact. Reduce or eliminate printed, static signage, and instead leverage existing or new digital content to build brilliant, high-resolution displays that integrate with your own brand of dealership.

...TO ALL NEW HEIGHTS.

- ▣ Promote your service specials
- ▣ Introduce the newest models
- ▣ Project a superior brand image
- ▣ Entertain your waiting customers
- ▣ Personally greet your appointments
- ▣ Feature popular and profitable accessories

DYNAMIC SERVICE ADVISOR

Add a dynamic, digital service advisor to your team. Use DEALER DISPLAY SYSTEM to greet your service customers, provide car status alerts, promote accessories, up-sell customer-pay services. Place a system in your waiting area to provide TV entertainment while directing point-of-decision promotions to your customers.



SHOWROOM SHOWCASE

Enhance the showroom experience and extend the reach of your sales staff with DEALER DISPLAY SYSTEM.

Use your broadcast advertisements, tap your OEM's digital content or build your own promotions to target your test-drive appointments, walk-ins and service customers. Showcase your inventory, the latest models, finance specials and of course, those hot accessories. Even welcome your prospects by displaying their names in digital radiance and increase walk-ins with highly visible outdoor displays.

EXPERT SERVICE AND SUPPORT

- ▣ Turnkey deployment
- ▣ Program design
- ▣ Content development
- ▣ News, weather, sports, financial or custom feeds
- ▣ 24/7 support
- ▣ Hardware and software maintenance

ABOUT SIGNATURE TECHNOLOGIES

Signature Technologies develops and deploys digital display and communication systems in multiple markets. We pioneered the development of mission-critical information display systems for the air travel industry. Today, Signature Technologies drives more than 10,000 endpoint displays in a majority of North American airports including Los Angeles, Orlando, Tampa and Baltimore-Washington International Airports. It is from this basis that we have developed display systems for other applications, including automotive retail.



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