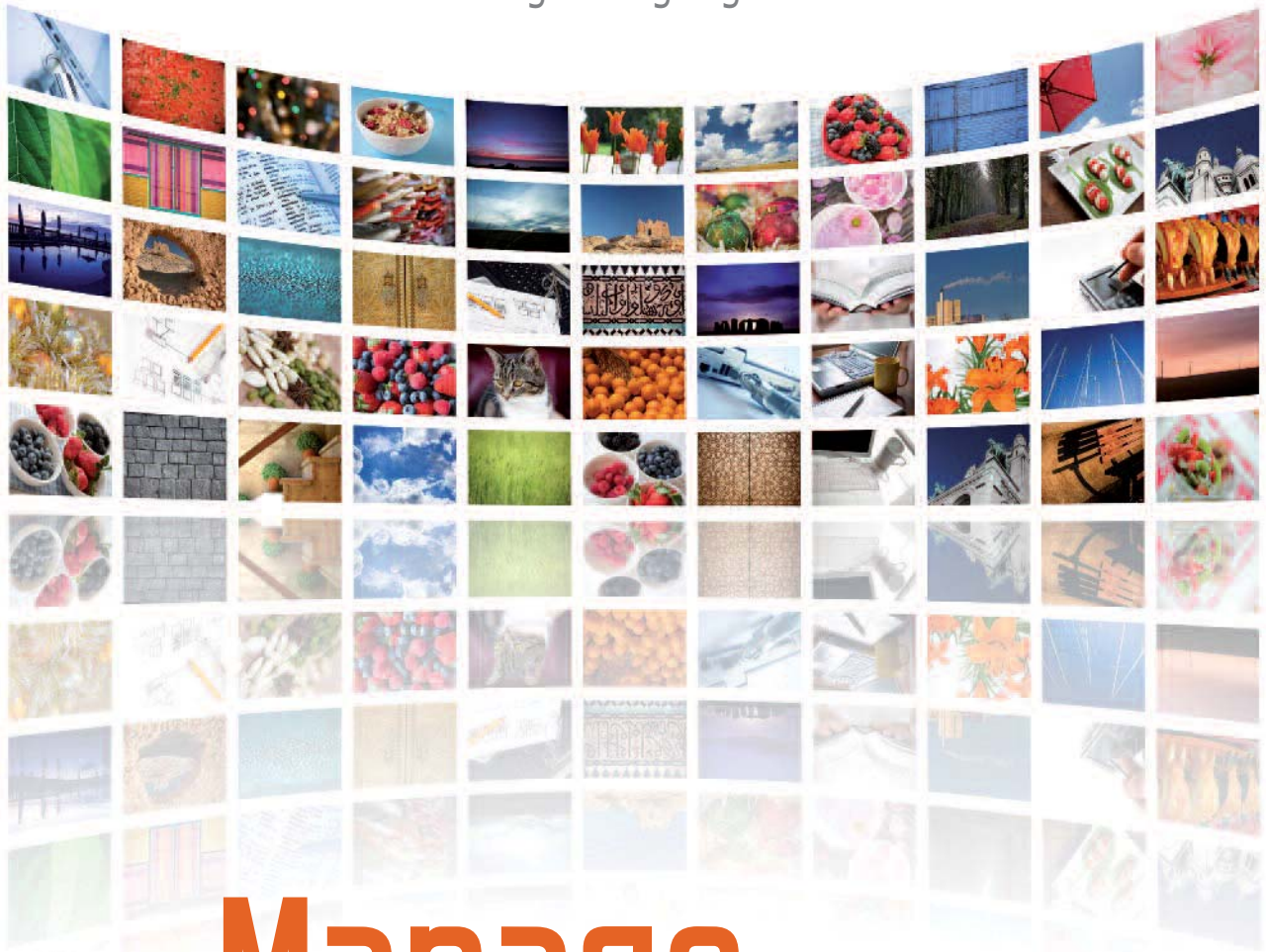


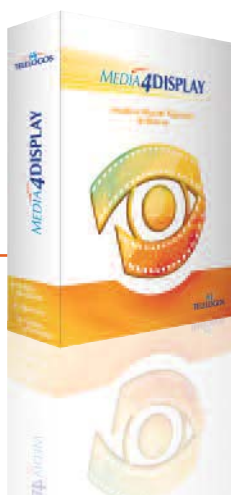
# MEDIA4DISPLAY

intuitive digital signage software



## Manage your audiovisual communication

[www.media4display.com](http://www.media4display.com)



**Media4Display** is a digital signage software solution that enables the remote control of your external communications on all types of screens and in any location...

**MEDIA4DISPLAY**  
intuitive digital signage software

POINT OF SALE - AGENCIES - PUBLIC SPACES



With  
**MEDIA4DISPLAY**  
you can 24/7

**Assemble and schedule various multimedia contents**  
**Target all types of screens**  
**Broadcast personalized programs**  
**Control player functionality**

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POINTS OF SALE - AGENCIES

## Revitalize your campaigns, boost your sales

Today, branding strategies are relying more and more on **flexible and efficient dynamic point of sale** advertising.

Point of Sale Communication is a **powerful sales accelerator** with unique informational and decision making capabilities!



Location	Uses	Benefits
<ul style="list-style-type: none"> <li>• <b>Point of sale networks</b> (franchises, chain stores)</li> <li>• <b>Banks, insurance and travel agencies</b></li> <li>• <b>Shopping centers</b></li> <li>• <b>Independent boutique stores</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Promote</b> your products and services</li> <li>• <b>Animate</b> your window displays 24/7</li> <li>• <b>Entertain</b> your customers</li> <li>• <b>Control</b> your customer loyalty campaigns</li> <li>• <b>Train</b> your personnel outside of business hours</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Communicate</b> in real-time</li> <li>• <b>Increase</b> your revenue</li> <li>• <b>Boost</b> impulse purchases</li> <li>• <b>Revitalize</b> your network</li> <li>• <b>Train</b> network personnel</li> <li>• <b>Participate</b> in sustainable growth</li> <li>• <b>Generate</b> advertising revenue</li> </ul>

PUBLIC SPACES

## Liven up your public spaces

Public space is a **"strategic communication space"** targeting passersby 24/7. It is no longer enough to transport passengers, receive visitors or greet customers...they must also be **informed** and **entertained**.

Choose **dynamic display** or digital signage, the new **multimedia communication tool** that is compatible with sustainable development principles (paper free).

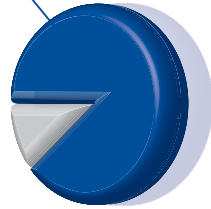


Location	Uses	Benefits
<ul style="list-style-type: none"> <li>• <b>Train Stations, Airports, Subways, Tramways</b></li> <li>• <b>Parking Lots</b></li> <li>• <b>Stadiums, Theme Parks</b></li> <li>• <b>Shopping Malls, Pedestrian Zones</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Entertain</b> your users and passengers</li> <li>• <b>Promote</b> local partners' products and services</li> <li>• <b>Broadcast</b> safety messages and warnings</li> <li>• <b>Announce</b> an event</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Communicate</b> in real-time</li> <li>• <b>Revitalize</b> your passageways</li> <li>• <b>Generate</b> advertising revenue</li> <li>• <b>Add value</b> to your image</li> <li>• <b>Participate</b> in sustainable growth</li> </ul>

STATISTICS

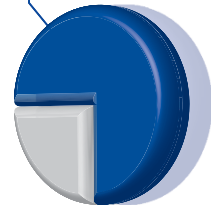
**89 %**

of consumers respond positively to digital signage at the point of sale.  
(Source: KPMG - 2006)



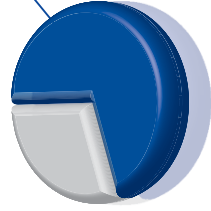
**75 %**

of visitors can remember a digital signage media.  
(Source: Ipsos - 2006)



**70 %**

of purchasing decisions are made at the point of sale.  
(Source: Popai - 2007)



**+ 24 %**

average increase in sales during digital signage campaigns.  
(Source: Popai - 2007)



# MEDIA4DISPLAY

## is a powerful and intuitive digital signage software solution

*Media4Display* is like a conductor, orchestrating the harmonious **interaction between multiple screens** and displaying the desired media at the appropriate time.

Create Program	Broadcast Synchronize Control	View Display
<ul style="list-style-type: none"> <li>Use <i>Media4Display</i> to <b>gather, maintain, and assemble media</b> to be "played" on all of your screens..</li> <li>Its <b>ergonomic web interface</b> makes it <b>easy</b> to use. It's flexible. Create your messages any time and anywhere using a web browser.</li> </ul>	<ul style="list-style-type: none"> <li>Use <i>Media4Display</i> to <b>broadcast using any kind of IP connection</b>: ADSL, XDSL, 3G, Wi-Fi, Ethernet...</li> <li><b>Dynamically target</b> your messages according to your location, screen placements and settings...</li> <li>You have <b>permanent control</b> over your network of screens.</li> </ul>	<ul style="list-style-type: none"> <li><i>Media4Display</i> can manage <b>all types of multimedia content</b>: image, video, PowerPoint, Flash, HTML, RSS feed...</li> <li>Control <b>all types of screens</b>: plasma, LCD, CRT, video projector...</li> <li>Manage up to <b>4 screens with 4 different types</b> of content using <b>1 player</b>.</li> </ul>

*Media4Display* is commercialized as either a "classic" (license purchase) model or as a "SaaS" service model. With our network of partners, we can intervene at any level: providing the software, content, players and screens, and also installing, maintaining, and supervising the project.



- More than 250 000 licences in exploitation around the world
- 2000 customers trust us



With nearly 30 years of experience in data synchronization and large file transfers between distant locations, TELELOGOS now offers *Media4Display*.

« Our daily challenge is to optimize, simplify and secure all types of exchanges and to provide our clients with highly effective services. ».

Yves Clisson, CEO, TELELOGOS

Member of the POPAI and APCAD associations



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