

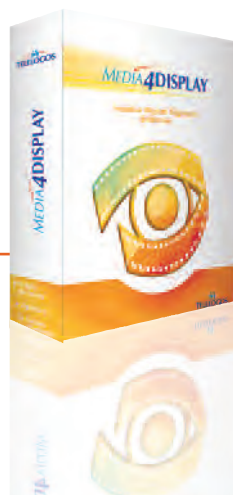
MEDIA4DISPLAY

intuitive digital signage software



Manage your audiovisual communication

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



POINTS OF SALE - AGENCIES

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

PUBLIC SPACES



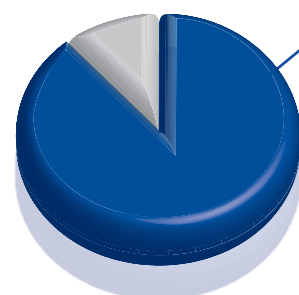
Liven up your public spaces

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**.

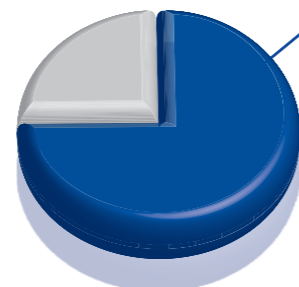
Choose **dynamic display** or digital signage, the new **multimedia communication tool** that is compatible with sustainable development principles (paper free).

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

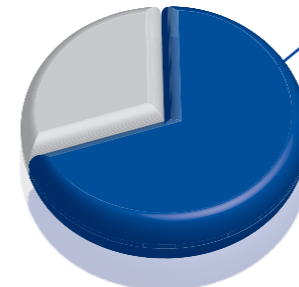
STATISTICS



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

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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