

# Digital Signage Management

The VLAD digital signage system is a software bundle that comes pre-installed on hardware packages (including ATM video toppers). The software accomplishes two primary objectives:

- DISPLAYS IN-STORE ADVERTISING (CREATES SALES)
- DISPLAYS 3rd PARTY ADVERTISING (CREATES REVENUE)

## ROTATION

Remotely managed ad rotation to increase retention and "point of purchase" awareness.

## MONITORING

Software is monitored 24/7 for uptime and latency. Help is available toll free.

## CONTROL

Internet based application that allows user managed uploads, rotation schedules spot removals and exclusions.

## FLEXIBLE

Software has low minimum system requirements and can display many types of video and static images.

## SAFE

Users select the third-party content shown on their screens. This eliminates conflicting spots or competitor ads but allows locations to participate in revenue sharing.



## REVENUE - how it works

1

Download and Install the application

\*not necessary for preconfigured hardware

2

Setup your account at: [www.indoorvideo.net](http://www.indoorvideo.net)

3

Choose the types of 3rd party advertising you will allow on your screens

4

Upload your own pictures or video to your display through the Internet.

5

Reports are available online as well as mailed monthly along with any revenue generated on your behalf.

