

# PowerPac Digital - Digital Signage Operation System

## Realtime Content Creation and Remote Management for Audiovisual Displays Located Anywhere

PowerPac Digital allows for the creation and scheduled delivery of PC and TV content to AV displays. PowerPac Digital means you can have your own information displays or private TV channel wherever you want.

PowerPac Digital gives you the ability to deliver audiovisual messages anywhere, anytime. It is a system that can be used to operate just one display or hundreds, all with customised messages if needed. Updated instantly, no waiting around for new content. Allows for promotion of "specials" at a moments notice.

### Uses

- \* Digital Signage: Real Estate; Retail Stores; Shopping Malls; Tourist Attractions; Museums
- \* Hospitality TV: Conference Centres; Hotels; Motels
- \* Corporate Communications: HR Info; Training
- \* Educational Organizations
- \* Government Communications: Corrections; Employment Offices; Health; Military
- \* Non-Broadcast Channels for TV Networks

### Digital Signage

The new field of Digital Signage allows electronic publishing to audiovisual displays located in any business premises. Some features:

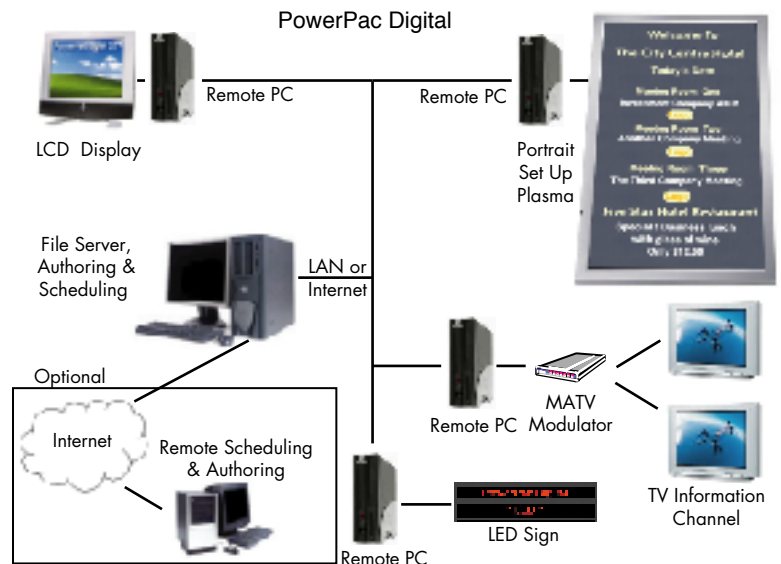
- \* Enables both branding and special info message display
- \* Reaches audiences in the important out of home and point of purchase areas.
- \* Moving pictures get noticed, motivating action & recall.
- \* Reduces costs compared with other media

### PowerPac Digital System

We supply a complete content management solution with our system, PowerPac Digital 2.1. The system consists of a content creation and scheduling program, server system, plus PC systems for remote displays.

PowerPac Digital 2.1 is an advanced simple-to-operate Internet based system. Totally managed content, delivered locally or remotely from a central management site.

It all operates from low cost PC's and you can change the programme whenever you want. PowerPac Digital players output to any PC/TV monitor, LCD TV flat panel display, projector, plasma screen and some LED displays.



### Scheduled Switching To/From Broadcast or PayTV To Your Own Content

Imagine if you include broadcast or Pay TV in your programme? With PPD 2.1 you can have automatic scheduled switching to/from any TV channel. Now you can switch from SkyTV to your own ads and back, whenever you like. Imagine combining live sport with your own ads or promotional messages?

### Authoring & Scheduling System

Our system has an easy to use interface to add content. The system is based on pages; sequences of pages; and programmes made for a time during the day. We have templates for pages with content in zones or areas of the page. On screen zones can include: Live Text; Scrolling Text Video (Full motion MPEG 1, 2); Graphics (JPG & Gif images); Animation (Flash) and Live TV - may require a TV Tuner Card. News ticker scrollers are easily added.

### System Operation

The authoring, scheduling, server & player system can work on one PC. Or the authoring and scheduling can be kept separate from the player PC's. Remote server files are updated with our FTP system

We also supply hardware to work with PowerPac Digital such as such as tiny PC's, "All in One" PC/LCD displays, Wifi and Wimax networking, TV Tuner cards and digital displays.

### System Sale or Hire

Normally our system is sold outright for a low competitive price. However for NZ based customers who would like to combine PowerPac Digital with SkyTV, we can offer a monthly hire package for everything except the display.

### Installation, Training and Support

PowerPac Digital is easy to install & set up. We can assist if required. We offer training services for content authoring and scheduling. Ongoing support is available.

the complete package