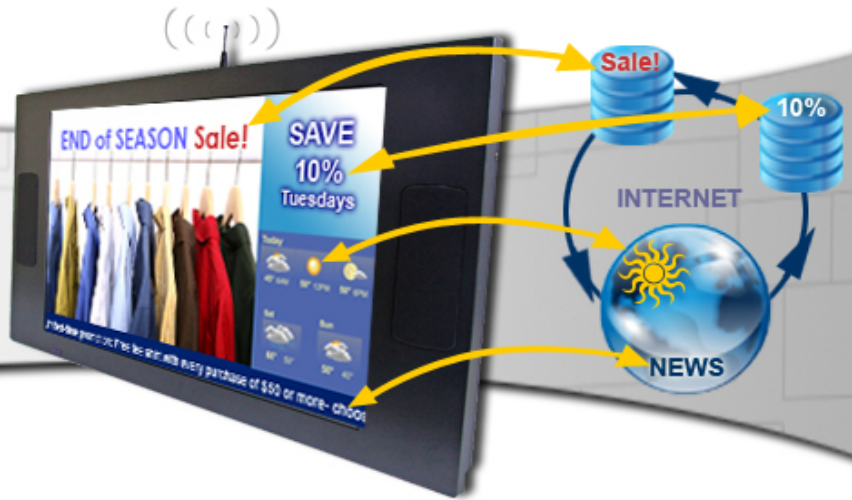


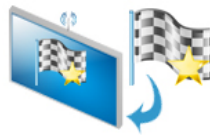
# MediaTile Dynamic Media



## Overview

Dynamic Media content turbo-charges your promotions and enables you to deploy next-generation contextual digital advertisements which change based on business, environmental or other market conditions. Dynamic Media helps advertisers and network operators create even more relevant ads, influencing consumers at their point of decision and delivering a higher return on message.

MediaTile Dynamic Media Includes:



**Dynamic Flash:** Call upon the experts at MediaTile to make your network stand out in the crowd with high-impact and dynamic media files. MediaTile has the in-house expertise and industry best-practices knowledge to take your network to the next level by delivering custom-designed advanced media files including flash-based content, flash-based templates, dynamic flash content, interactive content and video file treatments.



**Dynamic File URL:** MediaTile now supports Flash's ability to load dynamic content, such as JPG, TXT, and XML files, from an external source. This capability allows you to create a single file for digital promotions, which updates with fresh content over time, without the need to modify your playlists or schedules.



**News & Weather:** Deliver dynamic weather forecasts to your viewers with a custom subscription-based AccuWeather service feed for MediaTile displays. Automatically displays high-resolution current and forecasted weather updates that are relevant to the specific location of your displays. Or, select from our standard U.S. or International subscription-based news feeds and give your signage network the extra "stickiness" it needs when it comes to continuous viewer attraction and ongoing viewer retention.



**RSS Feeds:** Make your digital signage network even more relevant to your viewers by adding a custom RSS feed. Create your own RSS feed, or simply select from the thousands of specialty feeds from a variety of internet-based resources.

# SOLUTIONS

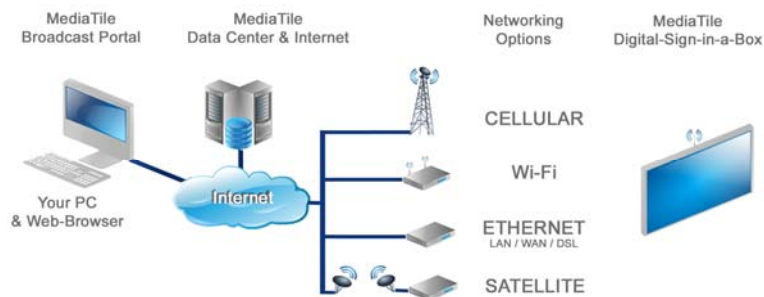
High quality, custom flash content improves your signage and boosts your business

Custom RSS feeds provide information relevant to your viewers and your region



Promotional information can be pulled directly from an external source. Update that file and your promotion updates automatically.

Accuweather information is targeted to your specific location



## MediaTile Creative Media Services

**Creative Media Services** - Media-Moments™, Weather Media Services and custom-built dynamic media promotions are produced by MediaTile's new Creative Media Services practice. MediaTile's Creative Services team regularly assists clients with the development and delivery of high-quality and high-impact media including videos, flash templates, dynamic flash and static treatments. With MediaTile's Creative Services, customers can significantly increase the professional look and feel of their network, while adding advanced capabilities such as dynamic advertisements that automatically change based on event triggers, such as inventory levels, price changes, weather and other environmental factors.

## About MediaTile

MediaTile is an established worldwide supplier of easy-to-deploy and use digital signage solutions, and the world's first provider of cellular-based digital signage networks. With our award winning Digital-Sign-in-a-Box systems, web-based content management, and patent-pending cellular-based and flexible Wi-Fi and LAN/WAN connectivity options, you can now deploy and operate a digital signage network in far more places, in much less time, and realize ROI sooner.



For more information, visit:

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

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