

# DIGITAL SIGNAGE

## FOR RETAIL



**In-store digital signage grabs your customers' attention and influences their purchase decisions – where and when it matters most. With digital signs (unlike with traditional paper signage) you have the ability to update your promotions instantly, target changing shopper demographics by location or time of day, and focus your advertising dollars on a captive audience- in the store.**

### MediaTile Digital Signage for RETAIL

With MediaTile, deploying and operating a store-wide digital signage network has never been easier or more cost effective. With our unique, and award-winning cloud-based digital signage solutions, we eliminate the need for any system integration and configuration, on-site network setup or cabling, and ongoing IT support and management.

Now you can realize all the advantages of a digital signage network without any of the headaches. Just add power!

- Dramatically increase sales with a chain-wide, in-store digital signage network
- Attract and influence consumers right at their “point of decision”
- Reduce printing, delivery costs and waste from paper signage
- Build brand equity with videos, lifestyle selling and targeted promotions
- Create and schedule playlists for specific market and store demographics
- Communicate quickly and effectively; easily run a 1 day special or tie-in
- Automatically train sales associates during store off-hours
- Manage all digital signs remotely over the internet from your web browser
- Enhance the consumer experience across all stores

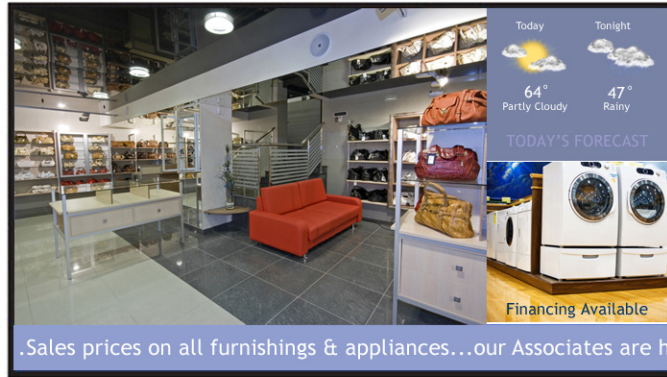
### MEDIATILE'S CLOUD-BASED ADVANTAGES

- **EASY TO USE:** Our cloud-based Content Management System, MediaCast, CMS gives you complete, secure and scalable control right from your web browser, enabling you easily to *move your message™*.
- **SIMPLE TO DEPLOY:** Our cloud-connected media players and all-in-one displays make deploying amazingly simple. With 3g/4g cellular or wi-fi/LAN support, you *just add power™*.
- **PERSONAL & ENGAGING:** Our cloud-created media support, including a dynamic flash “Composer” tool, streams and viewer interactivity options all add up to deliver an engaging experience, and help you *be relevant™*.



CENTRAL PLAYLIST  
COMPRISED OF FLASH,  
VIDEOS, OR IMAGES;  
SCHEDULE DIFFERENT  
PLAYLISTS TO RUN  
THROUGHOUT THE DAY

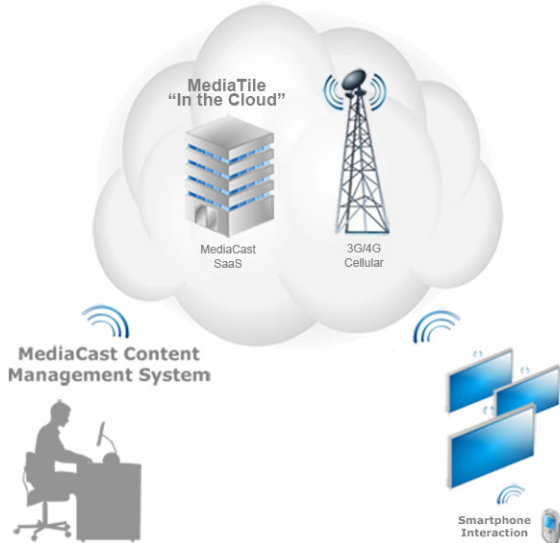
CUSTOM TEXT FEEDS  
OR AUTOMATED RSS  
FEEDS FOR LOCAL OR  
REGIONAL NEWS



WEATHER FORECAST  
AND ALERTS; SPECIFIC  
TO EACH LOCATION  
AUTOMATICALLY

SITE SPECIFIC NEWS  
OR INFORMATION  
CONTROLLED CENTRALLY  
OR LOCALLY

### MediaTile Cloud-based Advantage Cellular & SaaS



### How it Works

You control, manage and monitor your entire digital signage network using your web-browser through our cloud-based MediaCast Content Management System.

The MediaCast system is the intelligent nexus for your entire display network, controlling media players and all-in-one displays automatically. The system will automatically run your playlists, based on the schedules you define, as well as receive RSS, news and weather information that display in separate "zones".

If equipped with 3G/4G cellular-broadband feature, your displays and media players require absolutely no on-site network; just add power and the signs begin to play your content. LAN and WiFi networks are also supported for maximum flexibility.

### About MediaTile

MediaTile is the worldwide leader in cloud-based digital signage solutions. A digital signage technology innovator and platform provider, MediaTile was the first company to deliver the advantages of cloud-computing using the unique combination of cellular connectivity and a SaaS-based content management system. The result: MediaTile solutions are extremely simple-to-deploy and easy-to-use. Our cloud-based approach has brought both customer praise and industry awards as it eliminates many of the costs and complexities associated with traditional digital signage and delivers ROI faster. Backed by our MediaServices team, a 99.9% web-application SLA, and end-to-end service and support, your network will be up and running in record time, with record results.

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powered by  
**mediacast**<sup>®</sup>  
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**mediatile**<sup>®</sup>  
cellular digital signage<sup>®</sup>