

ABOUT CHOICE MEDIA GROUP

About Us

Founded in 1997, Choice Media Group (CMG) is a Telecommunications Service Provider offering expertise in the areas of digital cable, telephony, internet and business communications. The company's forward thinking philosophy has allowed it to sustain a leadership position in a world of ever-changing technology. CMG continually offers the most innovative products and services in the industry.

Most recently, CMG has partnered with Scala, the leading developer of multimedia software, content, and technology solutions for dynamic signage, television and web applications. Scala software enables users to create and broadcast rich media productions via the internet to dynamic signage and computer-based displays. Thousands of retailers, corporations, advertisers, cable television operators, educators and consumers use Scala's product suite.

CMG helps customers achieve their communication goals quickly and effectively - by bringing together the necessary resources for production, content management, and training.

We're Experts in Our Field

When it comes to communications, content drives results. Whether its information, advertising or education, the quality of content directly affects how people communicate.

Unlike established media such as print, video and web, Digital Signage is a new and developing industry. Expertise in this area is hard to find, and that expertise is critical to the success of any digital signage application.

We understand how to use digital signage to its fullest advantage. We combine the best principles of print, TV and web to create media that will engage and motivate your audience. We can take your existing media and reformat it for displays of any shape, position or size. Or we can create entirely new content to meet your needs.

- Graphics
- Animation
- Video editing
- Music and Sound
- Interactive authoring
- Media optimization

DELIVER THE RIGHT MESSAGE TO THE RIGHT
AUDIENCE AT THE RIGHT TIME IN THE RIGHT LOCATION

Choice Media Group

700 River Ave.

Suite 217

Pittsburgh, PA 15212

(412) 235-4090

www.cmg-ds.com

DIGITAL SIGNAGE



DIGITAL SIGNAGE. WHAT IS IT? WHY USE IT?

What is Digital Signage?

Today computers, networks and displays can be combined to form the most powerful, targeted mass media ever: **Digital Signage**.

Digital signage uses computer-driven flat screens to play rich media and other content. With digital signage you have the ability to instantly update content and provide targeted information in an eye-catching format.

Choice Media Group is at the forefront of this innovative technology that either replaces or enhances traditional in-store advertising. Digital signage enables you to deliver the RIGHT message to the RIGHT audience at the RIGHT time in the RIGHT location.



Why Use Digital Signage?

For retail applications:

- Digital signage can increase in-store sales by up to 300% (according to the Point of Purchase Advertising Institute).
- Brand recall for digital signage is about 48% versus newspapers at 23% and television at 14%.
- Digital signage targets customers at the point of purchase. According to statistics, 70% of buying decisions are made in the store. Uninformed customers, as many as 50%, are likely to leave a store without making any purchase at all.
- Digital signage is dynamic -- you can advertise new specials, run promotions, and update information instantly -- as opposed to the time it takes to print and distribute traditional signage and in-store advertising.
- Digital signage has the visual appeal of television. You can integrate video, flash animation, and external data such as weather, trivia and news. The format captivates viewers and holds their attention.

For corporate/medical/government applications:

- Digital signage is a high impact tool for communicating with employees, customers and patients. Screens can be placed in lobbies, waiting areas, break rooms, etc.
- Digital signage can integrate content such as news headlines, sports scores, weather and trivia to catch and hold viewers' attention.
- Digital signage can be used to entertain patients or customers which serves to reduce their perceived wait times.
- You can generate revenue by selling advertising space to local businesses, pharmaceutical companies, and business partners.
- Digital signage is a low-cost and effective way to conduct employee training.

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CMG'S DIGITAL SIGNAGE SOLUTION

InfoChannel System

InfoChannel is a complete end-to-end multimedia creation and broadcast solution. The InfoChannel system makes the whole process from design to management simple even for large scale deployments. Users can create and update content that can be scheduled to appear instantly or at a specific time or date. Information and advertising can be targeted to specific regions, stores or even individual monitors within a store. Content can be created and managed centrally, but can also be updated at a local level. With InfoChannel, you have creative freedom to mix a variety of media with dynamic data. Text, graphics, animation and video can be seamlessly combined with data feeds for prices, schedules, queuing status and more.

The Complete CMG Solution

Software

- Full suite from design to scheduling to playback
- Centrally controllable by a single use
- Easy to learn, stable and reliable
- Uniquely expandable and scalable architecture

Systems

- Hardware and software for authoring, broadcasting or playback
- 24/7 capable operation
- Recovery media to reinstall for any emergencies
- Log retrieval

Services

- Creative design combining the best principles of print, TV and web
- Training
- InfoChannel Will Help You: Increase revenue with dynamic ads
- Bring weekly promos to the storefront
- Target and update messages by time and location
- Create dynamic, animated environments
- Influence customers and directly drive sales
- Update content locally and globally
- Measure sales effectiveness and respond instantly
- Deliver employee training

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CMG's PRIVATE DIGITAL SIGNAGE NETWORK

What is CMG's Private Digital Signage Network?

CMG's Private Digital Signage Network is a simple, turnkey solution that enables businesses to implement digital signage quickly and affordably. CMG provides *the infrastructure* - - our servers host your network and store your content, *the creative expertise* - - we create media that will engage and motivate your audience and *the content management* - - we add, delete, change and schedule your content so it's displayed at the right place and the right time. You get all the benefits of a complete digital signage system for a fraction of the regular cost and without the need for dedicated resources to implement and manage it.

Why Join?

- Our remotely managed network saves you TIME and MONEY
- You don't need to invest in an expensive digital signage system upfront - - you just buy the screens and players and pay an affordable monthly fee
- No need to hire or train resources to create and schedule your content - - we handle all of that for you. Just send us the "raw" information and let us know when and where you want it to be displayed. The rest is up to us.

How Does it Work?

- As a private network customer, you purchase screens and players from CMG (one screen and one player for each location in your network)
- CMG installs the hardware and equipment for a one-time fee
- You pay an affordable monthly network management fee
- CMG's server hosts your network and stores your content
- You provide CMG with a raw copy of the information you want to display on your screens
- CMG provides creative services to help you communicate your message in an appealing, effective format
- CMG manages and schedules your content so it's displayed when and where you choose
- You contact CMG when you want to add, delete, change or reschedule your content
- CMG provides technical support
- CMG supplies you with monthly activity logs

Contact us today for more information!

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EXAMPLES OF PRIVATE DIGITAL SIGNAGE NETWORKS

Hotel	Install screens in the lobby. Promote hotel restaurant, gym and pool. Display conference room schedules. Sell advertising space to limo services, local attractions, restaurants.
Gym	Display class schedules and membership information. Sell advertising space to local businesses that want to reach gym patrons and partners that sell sports drinks, nutritional supplements, etc.
Doctor's Office	Provide entertaining content (news, sports, weather, trivia) to reduce perceived wait times. Deliver health-related news and information. Demonstrate in-office procedures. Sell advertising space to pharmaceutical companies.
Restaurant	Display food and drink specials. Promote seasonal menu items. Advertise upcoming events. Sell advertising space to local businesses. Get co-op dollars from food and beverage vendors.
Beauty Salon	Promote spa services and packages. Advertise seasonal and holiday specials. Entertain customers while they wait for an appointment or sit under a blow dryer. Sell advertising space to manufacturers of hair, nail and skin care products.
Retail Store	Demo specific products. Advertise specials. Get co-op dollars from product manufacturers. Promote upcoming store events. Deliver department-specific tips and information to customers as they shop.
Community Center	Display conference room schedules. Post public notices. Announce upcoming community events.



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