



## Bulletin Notice

### Products

#### InfoSign Cast

The power of your own Self – administered Digital Signage system.

#### InfoSign Channel

Keeping Internal Communications Fresh. Subscription based signage.

#### ServDentist

Digital signage for the dentistry industry

#### InfoSign Media Control Center

Lets us monitor the health and transmission of your network.

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**Product: InfoSign Cast & Channel**

**Markets: North American InfoSign Cast & InfoSign Channel business partners**

**Effective: Immediate release**

**Subject: Launch of InfoSign Channel**



#### ICS becomes InfoSign Cast

Our original product known as the Internal Communications Solution ICS has been rebranded as **InfoSign Cast**. This is a self-administered system for customers for wish to have complete control of the design and transmission of their private dynamic digital signage solution.



#### Introduction of InfoSign Channel:

Our business partners have requested that we simplify the task of content creation, scheduling and provide pre-packaged content for Internal communications, HR, IT, Sales & Marketing, Security as well as the Social Club. Not all clients have the internal staff to create original messages, have the time to provide constant new messages, or want to be bothered with the complexities of transmitting to different sites, monitoring the network and dealing with maintenance and software updates. We've come up with a solution by introducing the new **InfoSign Channel**, which aims to "Keep Internal Communications Fresh" by providing:

#### A. Content from the InfoSign Channel content libraries:

- 1) **Personalized content:** Where a background is suggested and clients just fill in the blanks,
- 2) **Packaged content:** Where no further entry is required. A vast selection of pre-fabricated content messages are available which cover topics such as Best practices, Green Tips, Factoids as well as Infotainment. This content is also available with the new (industry first) ISM "auto-load" update feature. Just select a theme (such as Green tips) and we will update them automatically to your internal displays.
- 3) **User Generated:** Customers can use their favorite creation software's such as PowerPoint, Corel Draw, Photoshop, etc., to insert images and text to their displayed content. All based on a simple web interface, so updating can be done anywhere you have access to the internet.

#### B. Pre-configured zones:

Utilizing a 16:9 aspect ratio and a native resolution of 1368 x 768, we have designed a template which every office can personalized with their logo, office spotlight (to add small image snap shots from around the office or messages), date & time (if desired), weather updates (current and alerts), the banner zone (for local news feeds or/and local text messages), while leaving the biggest space for their main messages.

InfoSign Channel is a subscription based solution (rental) meaning customers subscribe to the on-line service, the content libraries and digital signage content player for an annual fee. A business model utilizes the operations budget versus the capital budget.

Will you be part of the next solution which will revolutionize internal communications worldwide? I hope so.

*Version Française sur Document Séparé*

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