

## **UCView** Reaching Your Audience

**I**n major cities throughout the world, hundreds of thousands of people travel daily to work, school, leisure and home. Advertising to the public using billboards, printed signs and posters have provided quantifiable results for decades. In this new century the cost, ease of use and versatility of digital signage will make traditional printed media obsolete. Increase your profile by getting in early on this cutting-edge technology.

- Provide news, weather, sports scores, local events and other popular information. Digital signage is immune to the recurring costs and environmental impact of creating, installing and maintaining traditional mass advertising.
- Deploy rich media ads using full video, Flash media, PowerPoint presentations, RSS feeds, live TV or most image and audio formats. Freely mix-and-match media to any section of the display and change to other types at will.
- Use UCView's InfoCell technology to allow direct cellular phone access to information stored on your signage: coupons, directions, instructions all beamed directly to a user's cell phone.



- Use state-of-the art touch-screen displays to assist public transit riders in finding a route, get pricing, provide directions to local establishments and government centers.
- Schedule single or multiple advertisements to one or several locations, using displays of numerous sizes and configurations. Matched display configuration guarantees consistent image and color standards across the installation.
- Messages can be scheduled and replaced in a matter of minutes—not days. There are no unforeseeable problems with printers (or print houses), color output or application alignment.
- Rent a section on your displays to help repay your investment quickly. This is especially useful in malls, where management can use in-mall advertising on digital signage as an incentive to increase occupancy and improve sales. Increase awareness of local businesses and help the local economy.

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

1-877-828-4399