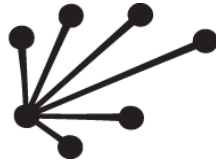


# IntelliCast

## Digital Communication Systems



**PHOSPHOR ESSENCE**  
design · build · manage



### With hardware prices going down and screen sizes going up, digital signage is an attractive option for delivering media rich messages.

This offering includes state of the art playback platforms catering for a huge range of media types and formats. A powerful security subsystem provides protection and integrity for content. Scheduling and monitoring are managed using a windows based application by the client or via our hosting facility.

### Improved Shopping Experience

A New Zealand Pharmacy ran a pilot trial in 2005 and found:

- 78% of viewers thought the network improved the shopping experience
- 49% said they would be more likely to buy a product if they had seen it on the screens

### Higher Sales

A central Auckland supermarket advertised a cereal, including a special offer and saw an exceptional increase in sales of 224% against a 32% increase at a location with no screens. In another example, a discounted energy drink saw sales increase by 146% compared to 70% in a store without.

### Digital Signage is growing fast

In recent UK studies, industry watcher AKA.TV, found that narrowcasting media companies estimated their business was worth about 10 to 15 million pounds per annum (\$25 to \$38 million New Zealand dollars) and was roughly doubling each year.

In the US, advertisers have been paying up to US\$292,000 for a single ad slot running over four weeks on the Wal Mart TV - now the fifth-largest television network in the country.

### IntelliCast : Digital Signage You Control

Play all your existing and new media: IntelliCast has playback options for a huge range of media types and formats (SWF, MPEG, Quicktime, JPG, PNG, TIFF, GIF, PDF and more)

- High quality digital signal
- Enhanced security for your content
- One server can feed up to 50 screens at a site
- Content management system with customer options - full DIY or centrally controlled and updated

