

dmx[®] Marquee
DIGITAL SIGNAGE SOLUTION

simple,
affordable
digital
signage

In partnership with
11GIRAFFES

HOW does it work?

enter content & schedule
from any computer



CONTENT

Create content using
hundreds
of predesigned templates



CREATE

Upload your own content
videos or still images



UPLOAD

Select from our Catalog
of news, sports &
entertainment



CATALOG

SCHEDULE



INTERNET



MEDIA
PLAYER

PLAY



MARQUEE INSIDE OUT

a look at the good stuff

- user-friendly web interface
- easy to use message creation tools
- simple content upload; video & images - all file formats
- automatic image editing, e.g., crop, scale
- dynamic or linear playlists
- day of week, time of day or automatic scheduling
- web-based; access from anywhere, any time
- library of hundreds of templates, including menu & information boards
- unlimited message creation & content uploads
- video/TV pass-thru
- security camera interface
- connection to Twitter accounts
- landscape & portrait screen layouts with single & multi-zone options
- access to free RSS feeds for news, weather, market data, & entertainment
- content management by location, group, entire portfolio
- easy to install; connect player to the Internet, connect player to the screen
- affordable monthly fee, low cost player, no additional charges for software or upgrades



MARQUEE INSIDE OUT

a look at your benefits

- build & differentiate your brand
- speak directly to your customers in the moment that matters
- influence customer behavior at the point of decision
- enhance the in-store experience
- highlight products, services & specials
- inform & entertain your customers
- change or add messages in minutes, at any time, from anywhere
- respond in real time to sales & in-store demographics
- lessen perceived wait times
- increase sales & product awareness
- change menu & information boards instantly
- educate patients, customers & staff members
- provide wayfinding & event messaging
- gain additional revenue from 3rd party advertising & co-op dollars
- engage viewers with video/TV pass-thru
- enjoy free access to news, weather, stock & entertainment
- increase your security camera presence with part time/full time video pass-thru
- control content by specific location, group or across entire portfolio
- target your messages by time of day and/or day of week
- upload your own video and still image content with ease
- expand your brand presence with connections to your Twitter account
- enjoy unlimited content uploads (from you or 3rd party advertisers/suppliers)



where is
digital
signage
effective?

Today, digital signage is impacting customer behavior across a broad spectrum of businesses including:

- Convenience Stores & Grocery Stores
- QSR/Restaurants
- Banks & Credit Unions
- College Campuses & Educational Facilities
- Fitness Centers, Spas & Hair Salons
- Hotel Lobbies & Event Boards
- Medical & Dental Waiting Rooms
- Car Dealership Showrooms & Service Waiting Rooms
- Lube & Tire Service Waiting Rooms
- Hospitals, Emergency Care Centers & Assisted Living
- Retail Stores & Malls
- Country Clubs, Resorts & Pro Shops
- Movie Theaters
- Pet Stores & Veterinary Clinics
- Churches & Synagogues

can you use digital signage? **HOW**

Convenience Stores & Grocery Stores

product promotions, sales, revenue from 3rd party advertising, co-op dollars from suppliers, security cameras

QSR/Restaurants

menu boards based on time of day, breakfast, lunch, dinner specials, mouth watering images

Financial Institutions

daily interest rates on CDs, mortgages, money market funds, service promotions, community & charitable events

Fitness Centers

sign-up offers, class schedules, private instruction promotions, loyalty programs, success stories

Hotels

rewards programs, promotions, event schedules, on-site amenities, local attractions, wayfinding

Medical & Dental Waiting Rooms

educational content to help patients become their own advocates, entertainment

Car Dealership Showrooms

dramatic interior & exterior images, car facts, awards, on-lot specials, buyer photos

Auto Service Waiting Rooms

educational content to inform vehicle owners, service rewards programs, promotions

Hospitals, Emergency Care & Assisted Living

educational content, wellness programs, event schedules, entertainment

Retail & Malls

sales, mall events, wayfinding, product & service promotions, safety tips

Country Clubs, Resorts & Pro Shops

club events & activities, dining specials, tennis & golf product promotions, lessons, tee times

Pet Stores & Veterinary Clinics

product & service promotions, educational information, adoptions

Just HOW easy is Marquee?



upload your own video

or select
from hundreds
of templates

1

you can even
choose
templates that
let you
add your own
images

2



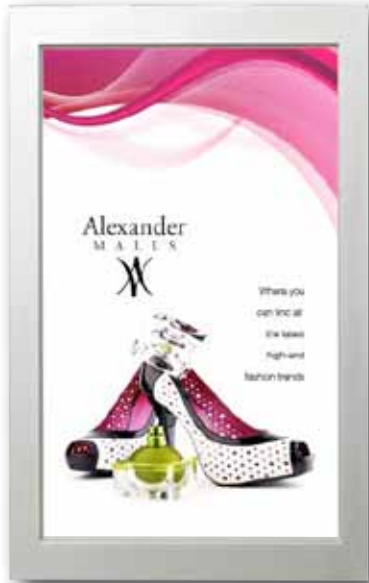
upload your
image & enter
your message



review, save &
schedule

3

that's it. really.



we
think
you'll
like
the look





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