

## Digital Signage

By using the Audience™ platform you will deliver the perfect message to your customer at the perfect time.



### Digital Signage

Because your audience deserves the best, delivery of the perfect message is critical. Display technology is taking retail by storm. By using the Audience™ platform you will deliver the perfect message to your customer at the perfect time. Using Audience™ will make your digital signage network a source of increased sales and profits. The Audience™ platform drives any advanced display device including LCD, video, plasma, VGA, SVGA, large LED and projectors.

Whether you need a single digital sign or a network of many thousands, Audience™ is the platform with the money back, performance guarantee! Now advertising content is minutes away from creative to an audience of one or many. Time to market is slashed as delivery of targeted messages is delivered anywhere in your store or around the world.

### Easy Content Creation

Acquisition of your marketing content from your creative suppliers is part of our performance pledge. The Audience™ platform will import broadcast quality video, audio, graphics, animations with guaranteed delivery then managed with sophisticated scheduling right to the point of the purchase.

### Audience™ at Work in Retail



\* For more information & block diagrams, please visit [www.capitalnetworks.com](http://www.capitalnetworks.com)

- Big box stores
- Malls
- Convenience stores
- Movie theatres
- Student news
- Quick serve restaurants
- Grocery
- Specialty retail

### An Audience™ Exclusive

All content created and approved to display on your video channel can be automatically re-purposed to an interactive website without any additional labor using Audience.web.



Because your audience  
deserves the best.

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