A multifaceted site providing PR and marketing for companies introducing new products and services. An excellent resource for consumers, journalists, distributors, investors and industry professionals looking for the latest news.

Enter New Products Information Submit

Free New Products Newsletter Sign up

SEARCH ●●●

All

Go

BROWSE ●●●

- Computers
- Software
- Wireless
- Vehicles
- Entertainment, Sports, Games
- Other Products

- Submit Product Information
- Subscribe
- Unsubscribe
- FAQ's
- About Us
- Contact Us
- Disclaimer
- Testimonials
- Check Our Business Rating

COPPER.net

8

Hosted Digital Signage

StrandVision Digital Signage Adds Photos/Graphics to its Database Capabilities

Ideal for product promotions, employee recognition, event notifications – Introductory Webinars scheduled

EAU CLAIRE, Wis. – StrandVision LLC, a provider of hosted digital signage services, today announced the ability to use its database feature to add photos with corresponding text in digital signage pages. The new capability, included in its "Streaming Video" package, is ideal for any business or organization that would benefit from showing a number of high-quality photos with captions and supporting text in its digital signs.

Supports many industries

The StrandVision graphics database is a powerful feature that can spice up any digital signage page that can benefit from a photo or graphic. It is useful for many applications:

•Real Estate – Show current listings, past sales, feature sales agents
•Distributors – Feature products and special promotions, new items, employees
•Retailers – Feature products and special promotions, sales items
•Restaurants – Display specials, desserts, other impulse buys
•Employee communications – Employee recognition/promotions, employee events and anniversaries, community activities, photo contests, menus, club activities
•Hospitality – Health facilities, meeting rooms, menu items, property amenities, staff profiles
•Schools and colleges – School activities, club and sports notices, student recognition, menus

Essentially, any message that will be enhanced by a photo is an appropriate use for this new graphical database capability.

"The StrandVision graphics database enables users to easily create expanded-format graphical slides that are automatically added to the page mix," said Mike Strand, StrandVision founder and CEO. "Now they can have dozens of different graphical pages moving through their mix randomly or in sequential order. We're only now discovering the many creative ways that our customers are applying this capability. It's a powerful enhancement that makes administration even easier and more versatile while presenting an interesting, ever changing digital signage presentation."

Simple record development – Simple playback

The new StrandVision database enables users to simply add records in a table-formatted entry screen that includes unlimited text and photo caption fields. They can configure the entry screen by selecting from several different text styles and positions using dropdown menus. They can then add a photo to the record using a familiar "Browse and Select" feature that allows for the convenient uploading of the .JPG and .GIF graphics file formats from their computers. Users can add dozens, or even hundreds, of attractive photos to their StrandVision databases which are then automatically distributed to all playback locations by the system.

In playback mode, StrandVision accesses the database record and matches the photo directly to its related text. Records can be randomly or sequentially selected from the database to display with news, weather, photos, text and streaming video pages in the StrandVision digital signage page mix.

For instance, a real estate firm could create a series of databases for different sales price ranges ($100,000 to $150,000, $150,000 to $200,000, etc.). Each database can have hundreds of records. The various databases are then placed into the digital signage page mix. Each real estate listing, with the corresponding picture, then plays according to the display instructions set up by the account administrator.

Introductory Webinars

StrandVision will be hosting free online Webinars to introduce the new graphics database capability. Contact Amy Hansen at 715-833-9501, sales@strandvision.com or http://www.strandvision.com/webinars.html to arrange attendance.

Tuesday, February 12, 2008 – 10 a.m. CDT
Tuesday, February 12, 2008 – 2 p.m. CDT
Tuesday, February 19, 2008 – 10 a.m. CDT
Thursday, February 21, 2008 – 2 p.m. CDT
Wednesday, February 27, 2008 – 11 a.m. CDT

About StrandVision

StrandVision LLC delivers low-cost, high-availability hosted digital signage services through a patent-pending, Internet-based approach that eliminates the need for complex and expensive onsite hardware. It delivers content directly to subscribers' televisions, including LCD and plasma displays, and computer screens. StrandVision's Web-based service makes it easy to set up, maintain and quickly distribute text messages and graphics, including advertisements, video content, and national and local weather and news. It is ideal for medical and dental offices (patient education), banks, retailers and industrial distributors (video merchandising), employee break rooms (events and benefits), non-profit and religious organizations (client and supporter communications), and other applications. StrandVision Digital Signage services are available directly from StrandVision and through registered affiliates and system integrators

(http://www.strandvision.com/?installers). Additional information about StrandVision and a free trial subscription are available at http://www.strandvision.com, by calling 715-833-9501 or emailing sales@strandvision.com.
\#\#\#

All trademarks are the property of their respective owners.

High resolution photo available. Contact Sandy McLaughlin.

EDITORS - For further information:

Mike Strand
StrandVision
715-833-9501 x100
mjstrand@strandvision.com

Sandy McLaughlin
Soucy Communications Group
781-898-7305
SMcLaughlin@scg-pr.com

For More Information: http://www.strandvision.com

Recommend this page to a friend.

New Computers • New Software • New Wireless • New Vehicles • New Entertainment
Other New Products • Submit Product Information • Subscribe • Unsubscribe • FAQ's
About Us • Contact Us • Disclaimer • Testimonials • Check Our Business Rating