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StrandVision Debuts Digital Signage

June 18, 2006

Source: StrandVision

StrandVision LLC of Eau Claire, Wis. today introduced digital signage database capabilities here at InfoComm (Booth #14001).

The new free feature allows administrators to easily display information that normally resides in corporate databases, such as meeting notices, schedules, room assignments, birthdays and anniversaries, on StrandVision digital signs.

StrandVision is also participating with show management, New Bay Media, to give a 75% discount (an \$862.49 value on an annual \$1,149.99 subscription) to a lucky InfoComm attendee. (See below for details.)

The StrandVision database interface enhances both communications effectiveness and viewer experience in virtually any venue with little staff effort. For instance, health clubs, hotels, retirement communities and resorts can upload their activity schedules, room reservations and special events by exporting the information from their scheduling software to the StrandVision system. An employee communications digital signage installation can use output from the human resources system to display and update anniversaries and birthdays, as well as employee events, safety performance and notices, newsletter content and benefits notices. Sales operations can use the system to recognize performance based on information from sales tracking databases.

“StrandVision digital signage is all about flexibility and efficiency - while keeping it simple to install, use and maintain,” remarked Mike Strand, StrandVision founder and CEO. “We’ve offered some basic database features in the past and, based on requests from our customers, we’ve developed this more robust application. Now, they can import information, schedule the data and control the way it is displayed.”

Easy administration
The administrator simply logs onto the StrandVision Web host and selects the database entry option from the menu. He/she enters the data or uploads the file to the StrandVision server, creates a database-enabled slide and

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adds it to the digital signage rotation for inclusion at the next refresh - within minutes. Each item can be selected separately or grouped as part of a scrolling or crawling text field on the page. Using StrandVision's built-in slide scheduling capabilities, the administrator can also designate what information is shown when - automatically adding and removing events from the display as the times or dates move in and out of range. The StrandVision digital signage system accepts data from Microsoft Access, Excel and Word, enterprise-level databases, including Oracle and SAP, as well as from Web applications, such as Salesforce.com and Web databases - any application that provides text-based delimited files can be used as a source.

"StrandVision's approach empowers customers who don't have a lot of technical expertise to easily install and administer their own digital signage systems. The database feature gives them a tool to add timely information directly from their existing information sources," continued Strand.

License giveaway

StrandVision will provide one TV Playback Package subscription for a 12-month period (starting no later than August 2007) at a 75% discount. This is an \$862.49 value that includes a custom StrandVision template and activation of the account for the user. The Award does not include the purchase or installation of hardware and wiring. The winner must have a high-speed Internet connection available at the installation site. The Award is available to end user customers only; no additional reseller discount allowed on this giveaway.

StrandVision's 24/7 TV Playback Web-based subscription package includes support for one playback location (business location) with split screen and local streaming video options, support for animated weather radar, 4MB of data, image and sound storage, and 50 digital signage content pages.

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