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ONTRAC USES DIGITAL SIGNS



Ontrac Equipment Services, a distributor of John Deere Construction & Forestry products across Eastern Canada, has selected StrandVision as the digital signage software and content provider for its parts department counters. So far, Ontrac has installed pilot systems in Mississauga and London, Ont.

The digital signs are used to inform customers of Ontrac products, maintenance programs and services.

They also carry local and national news and weather.

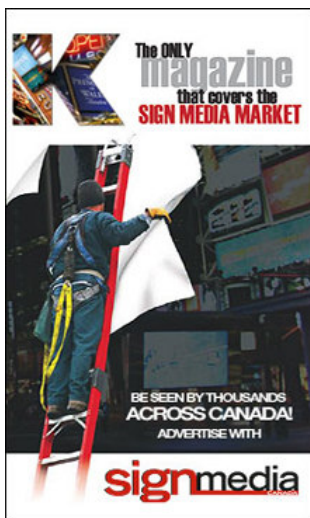
CALENDAR OF EVENTS

November 2007						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
<< CURRENT MONTH >>						

Upcoming Events for November 2007

There are no events listed for this month.

[For all events click here](#)



The StrandVision signs are 1-m (42-in.) liquid-crystal display (LCD) monitors and display approximately 45 text and graphic slides, as well as John Deere informational videos. Located behind the parts counter, the screens play in the background as customers conduct transactions and wait for their orders to be retrieved.

The digital signage system's content is generated through the Internet. Each installation consists of a personal computer (PC) hooked up to the 1-m LCD screen. An administrator logs onto StrandVision's web-based console to add, remove and update slides and playback schedules.

"We were looking for something that would give us an edge in our parts marketing and sales initiatives and enhance our image," says Chris Holmes, Ontrac's vice-president (VP) of parts.

