

Cape Cod Chamber Offers StrandVision Digital Signage

The Cape Cod Chamber of Commerce is employing digital signage to display a calendar of events, public service announcements for community organizations and advertisements for Chamber members. Using internet-based digital signage technology from StrandVision, and a plasma screen in its Visitor Center, the Chamber presents timely information to visitors. The Chamber is selling 10-second spots to members so they can feature



their businesses, specials, sales, events and other news of interest. Commented Wendy Northcross, Chamber CEO, "This is another service for our members. It speaks to the progressiveness of the Chamber and the Cape business community. The digital sign gives our members an excellent way to reach the hundreds, sometimes thousands, of guests who come to our Visitor Center each day looking for information and suggestions. It is ideal for accommodations, restaurants, retail stores, tour companies—virtually any business—to reach visitors at the precise moment when they are making their plans." The system was specified and installed by Steve Baty of All Media Productions, Brewster MA, who is administering the system over the internet.