

show daily day TWO

June 3-9, 2006

Orlando, FL

www.infocommshow.org

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INFORMATION COMMUNICATIONS MARKETPLACE

StrandVision's Radical Approach To Digital Signage

StrandVision (Booth 3885) is introducing an optional split screen viewing enhancement to its Internet digital signage player. StrandVision is the first digital signage provider offering inexpensive signage solutions (starting at \$55/month) to introduce this level of player sophistication.

StrandVision takes a radical new approach to digital signage. It hosts digital signs on its servers and delivers signage content over the Internet directly to personal computers in subscribers' offices, lobbies and break rooms for showing over local computer monitors, flat screens or television displays. It uses a familiar



StrandVision's split screen digital signage

Web-based format to manage the digital slides so any authorized user, even non-technical staff, can provide the content.

The available split screen enhancement enables administrators to easily select and set up multiple information feeds that can be displayed in a text crawl at the bottom of the screen or in a 60/40 split on the screen. Any of the three "regions" can be used to show promotional or informational messages, including user-inputted text, graphics, full video or live information, as well as feeds from StrandVision. Automated StrandVision feeds can include formatted local and national news and weather, and lifestyles feeds, such as trivia and thoughts of the day.