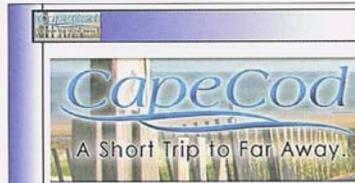


Pix courtesy : Steve Baty. All Media Productions.

## StrandVision digital signage: a new way of advertisement

To help in making the communication more reader-friendly in specialty areas, a new range of innovative systems are being welcomed. Saving time and inconvenience, these systems have to go a long way. It is in this direction that with the help of StrandVision, the Cape Cod Chamber of Commerce has introduced a new advertising medium for its members called digital signage, which displays a calendar of events, public service announcements for community organisations



and advertisements for Chamber members. Using internet-based digital signage technology from StrandVision, and a plasma screen television located 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.

According to Chamber CEO Wendy Northcross, "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 centre 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."