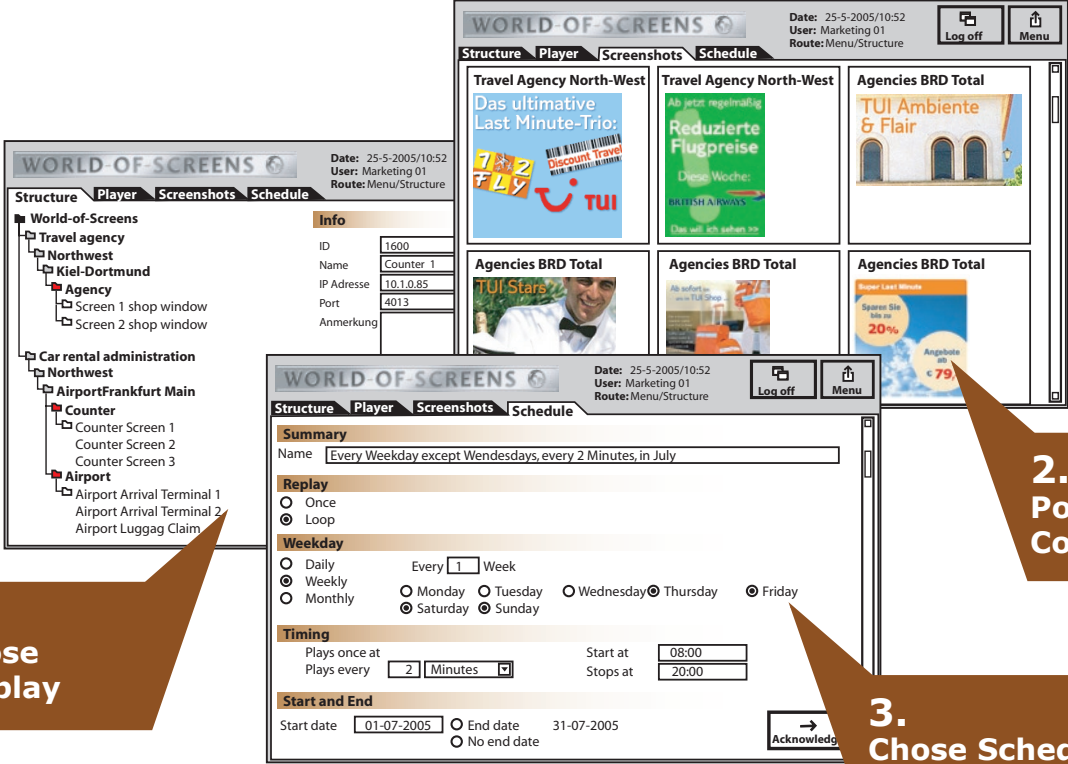


# WORLD-OF-SCREENS Management Software

Only **3 steps** to-up-to-date Advertising



**1. Chose Display**

**2. Chose Poster or Commercial**

**3. Chose Schedule of Action Replay**

The screenshot shows the software interface with three main components:
 

- Tree View (Left):** A hierarchical structure of displays including 'World-of-Screens', 'Travel agency', 'Northwest', 'Kiel-Dortmund', 'Agency', 'Screen 1 shop window', 'Screen 2 shop window', 'Car rental administration', 'Northwest', 'AirportFrankfurt Main', 'Counter', 'Counter Screen 1', 'Counter Screen 2', 'Counter Screen 3', 'Airport', 'Airport Arrival Terminal 1', 'Airport Arrival Terminal 2', and 'Airport Luggag Claim'.
- Poster Selection Grid (Top Right):** A grid of advertisement posters such as 'Travel Agency North-West', 'Agencies BRD Total', 'TUI Stars', and 'Ab jetzt regelmäßig Reduzierte Flugpreise'.
- Schedule Configuration Form (Bottom):** A form for setting up a schedule with fields for Name, Replay (Once/Loop), Weekday (Daily/Weekly/Monthly), Timing (Plays once at, Plays every, Start at, Stops at), and Start and End dates.

## + Your Advantages and Cost-savings:

- Base cost, e.g. foils
- Printing costs do not apply
- Logistics costs can be omitted
- Cost for manpower, e.g. to mount and change posters
- Not only static posters (JPEGs), also moving pictures (films, spots, animations, clips, presentations) with audio can be displayed

**...Done!**

## FLEXIBILITY - COST SAVINGS - DIRECT ACCESS TO TARGET GROUPS

Imagine a red-and-yellow Fast Food Giant. Up to now, their new promotions, e.g. Chinese Chicken Week or new toys... need to be printed on expensive foils which are sent out to the branches, where someone has to be paid to mount them to the displays. **From now, all these costs can be saved.** The Marketing Company will still do the promotion concept but instead of sending to the printer's, they can send directly to the screens in the branches via World-of-Screens Content Management Software. Monthly, Weekly, Daily or even every hour. This gives them undreamed-of flexibility. Instead of Static Prints, they can show clips, films and animations as well. Special Promotions linked to the time of day e.g. based on customer demographics. Regional promotions can be done as well as individual or centralized activities.

**With WORLD-OF-SCREENS Content Management Software, customers can transfer Advertising Messages within seconds to nearly any branch location, individual or pooled, regional, nationwide, worldwide. Special Promotions can be planned in advance, contents can be changed anytime, if needed several times per day. Be part of a great Advertising Future.**