



Digital Content Distribution System

In order to fully maximize the potential of your Digital Signage system, you will need an application with the ability to create multiple playlists that are tailored to specific requirements for each given location.

Sony's DCDS solution provides you with the capability to match messaging with demographics. So, if you're a retailer, you can sell swimsuits in Miami and sweaters in Michigan.

APPLICATIONS



Advertisers

Unlock the potential of adding video and audio to your portfolio of advertising outlets. Your clients will benefit from the impact that moving image content has over traditional static advertising. Sony's DCDS can help you provide CPM rates unheard of in television advertising scales.

Communications

Whether it's strengthening your branding message to the public in your lobbies or simply having your CEO regularly "Rally the Troops", enterprise-wide distribution of content can be used to achieve these goals.

Hospitality

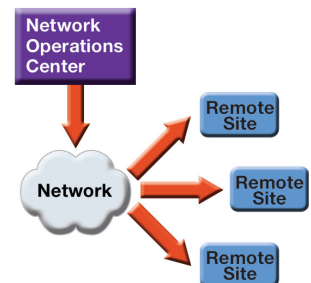
Use Sony's DCDS and Digital Signage to promote all your services to your guests. Restaurants can benefit from internal sales as well as external ad revenue opportunities. Hotels and Casinos can utilize Digital Signage to promote all internal retail outlets, which helps to keep visitors within your "city".

Retail Point-Of-Purchase

Using Digital Signage for in-store advertising can be one of the most effective vehicles for sales lifts. When combined with an additional form of advertising, the results can prove very compelling. The Return-On-Investment of Digital Signage can be supported by internal sales lifts and external ad revenue potential.

Training

One of the greatest challenges for corporations to deal with is the cost associated with having to train new employees and crosstrain existing employees. Sony's DCDS can help you manage and distribute on-demand content to your employees, which can lead to improved retention as well as ease the process of informing new hires.



Operated from Sony's Network Operations Center (NOC) or your own internal NOC, Sony's DCDS allows for the centralized management and distribution of content packages (video, graphics, text) to remote sites for display on network players.



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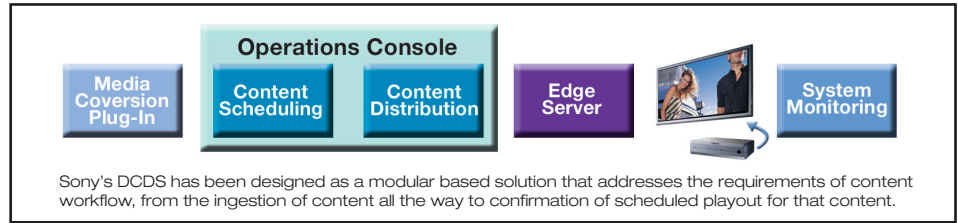
FEATURES AND BENEFITS

- Reliable and efficient distribution of content and playlists to remote sites utilizing “Store and Forward” functions.
- Allows for unique playlists and updated content for each individual player. Changes can be implemented in a very short time frame, something no one wants to face in print advertising.
- Automated scheduling component allows you to automate the creation of thousands of playlists generated by business rules (demographics, climate, inventory, etc.). Each network player is cached with a playlist targeted for maximum impact.
- Distribution to sites is handled by either satellite broadcast or terrestrial links. Sony’s DCDS can take advantage of an existing satellite distribution network to multicast content and playlist distribution.
- Designed for scalability, Sony’s DCDS has the expansion capability to accommodate thousands of sites served by thousands of channels. No more wondering if you bought large enough.

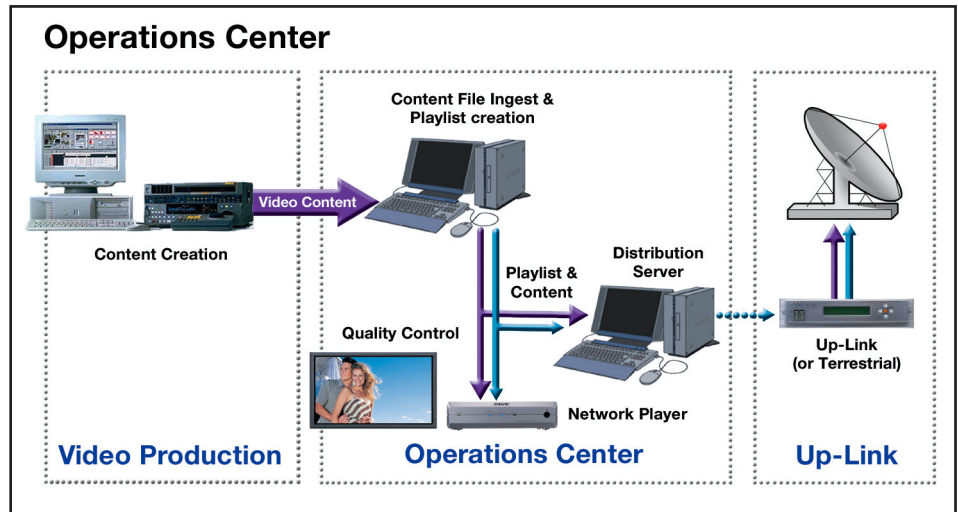
To find out more about how Sony Professional Services can help your business, call 1-866-SONY-BPC

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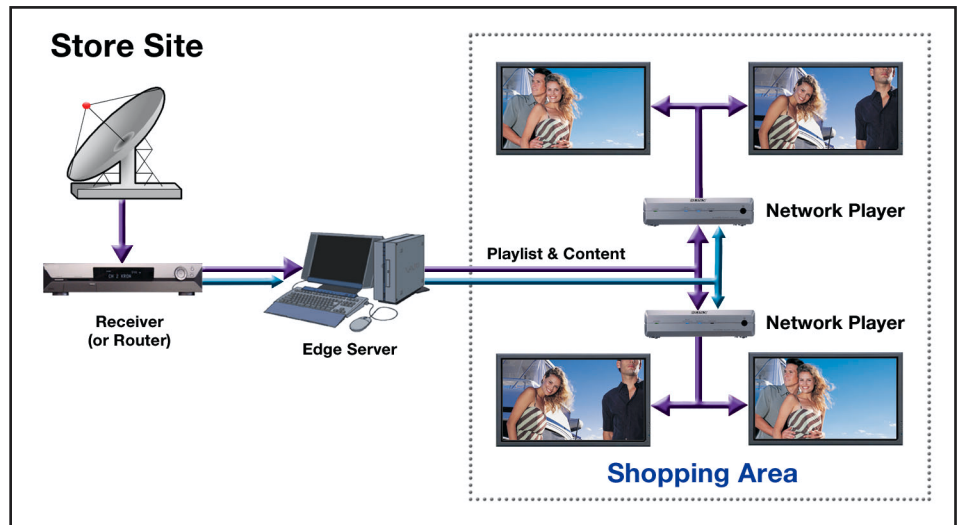
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OPERATIONS CENTER EXAMPLE



REMOTE SITE RETAILER EXAMPLE



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