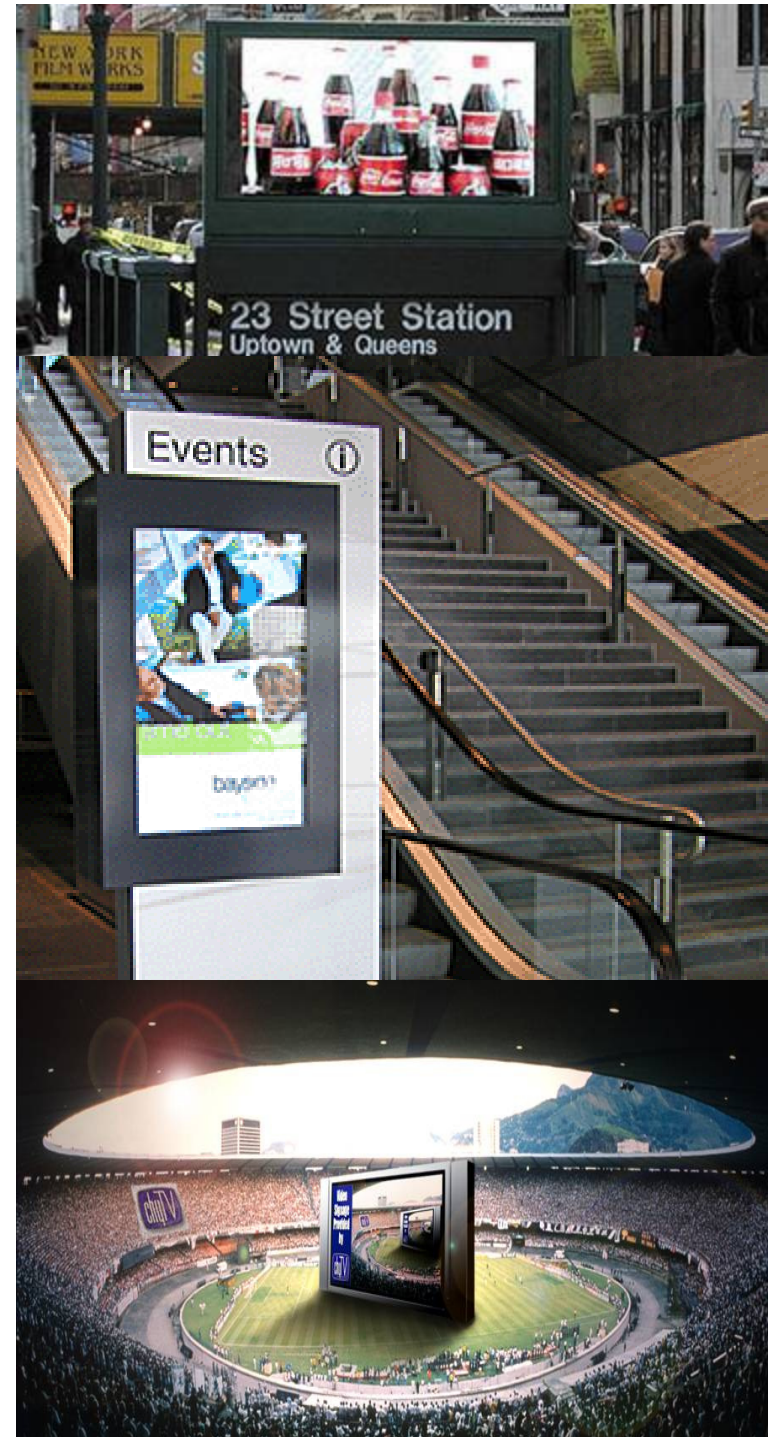


Digital Signage: Driving the Message Home

BIA Financial Network Webinar
March 25, 2008



Speakers

- Rick Ducey
Chief Strategy Officer
BIA Financial Network



- Jimmy Schaeffler
Chairman & CSO
The Carmel Group



- Gregory Weaver
Manager, Digital Signage
Microspace Communication.

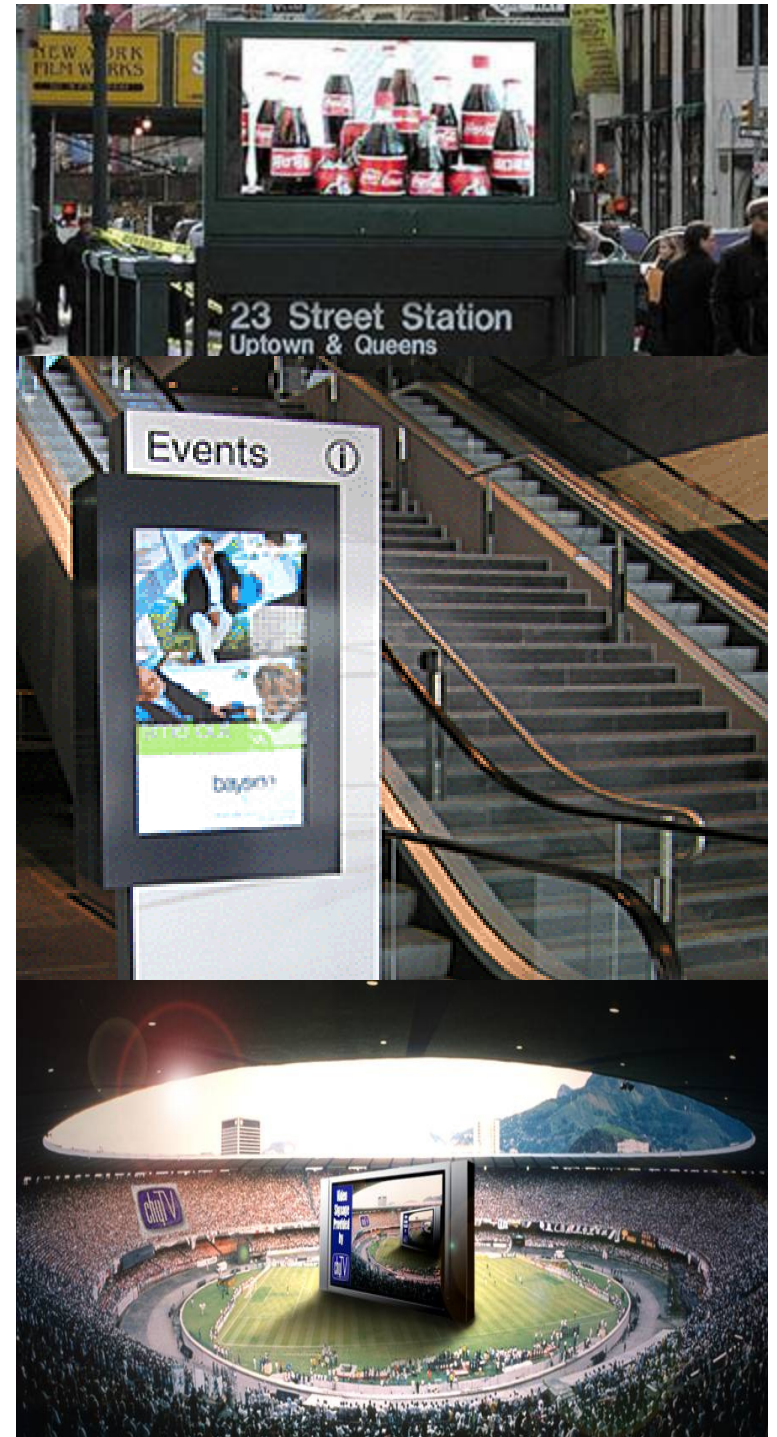


- John Remmler
VP, Chyron Online
Chyron Corporation



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BIA Financial Network

- BIAfn is the leading provider of financial intelligence and investment resources to the media, technology, telecommunications and related industries.
- BIA provides expert financial, strategic and operational advisory services and investment resources that enable its clients to build enterprise value and increase operational efficiency.
- Business Plans
- Financial Models
- Market Research
- Product Launch Strategies
- Technology Due Diligence
- Vendor Strategies
- Competitive Landscape
- Strategic Planning
- Partnership Solutions
- Industry Trends & Analysis

Digital Signage Market Indicators

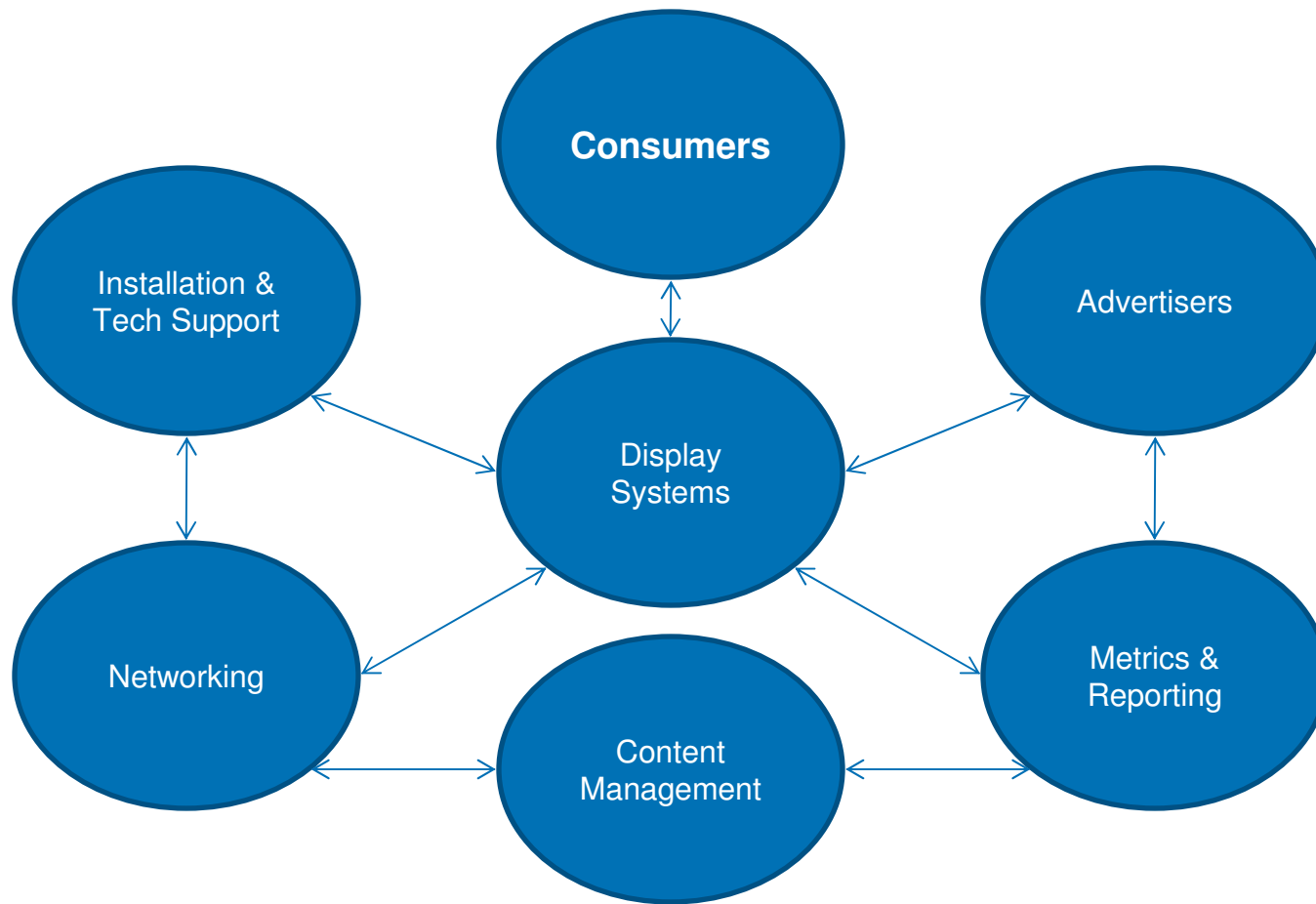
- NBC-U Holds “Digital Upfront” including digital signage – Jan 2008
- Digital Signage Association formed – Jan 2008
- Cisco establishes “Academy of Digital Signage” – Feb 2008
- Digital Signage Expo has 70% increase in attendance – Feb 2008
- Revenue forecast to \$2.6B by 2010 (Carmel Group) – March 2008
- Ad spend growth

What is “Digital Signage”?

- Digital display units of various sizes and locations.
- Addressable, networked.
- Targeted and customized content including advertisements, news, weather updates, alerts.
- Dynamic content management for day part and geographic display management.
- Taxi cabs, gas pumps, outdoor, grocery stores, airports, public transportation, highways, public areas . . .



Digital Signage Ecosystem



Growth Has Spurred A New Association



Purpose

- Formed in January 2008 to increase the awareness and understanding of digital signage.
- Advance the effectiveness and professionalism of those participating in the digital signage industry as vendors and deployers.
- Be a resource for information about digital signage.

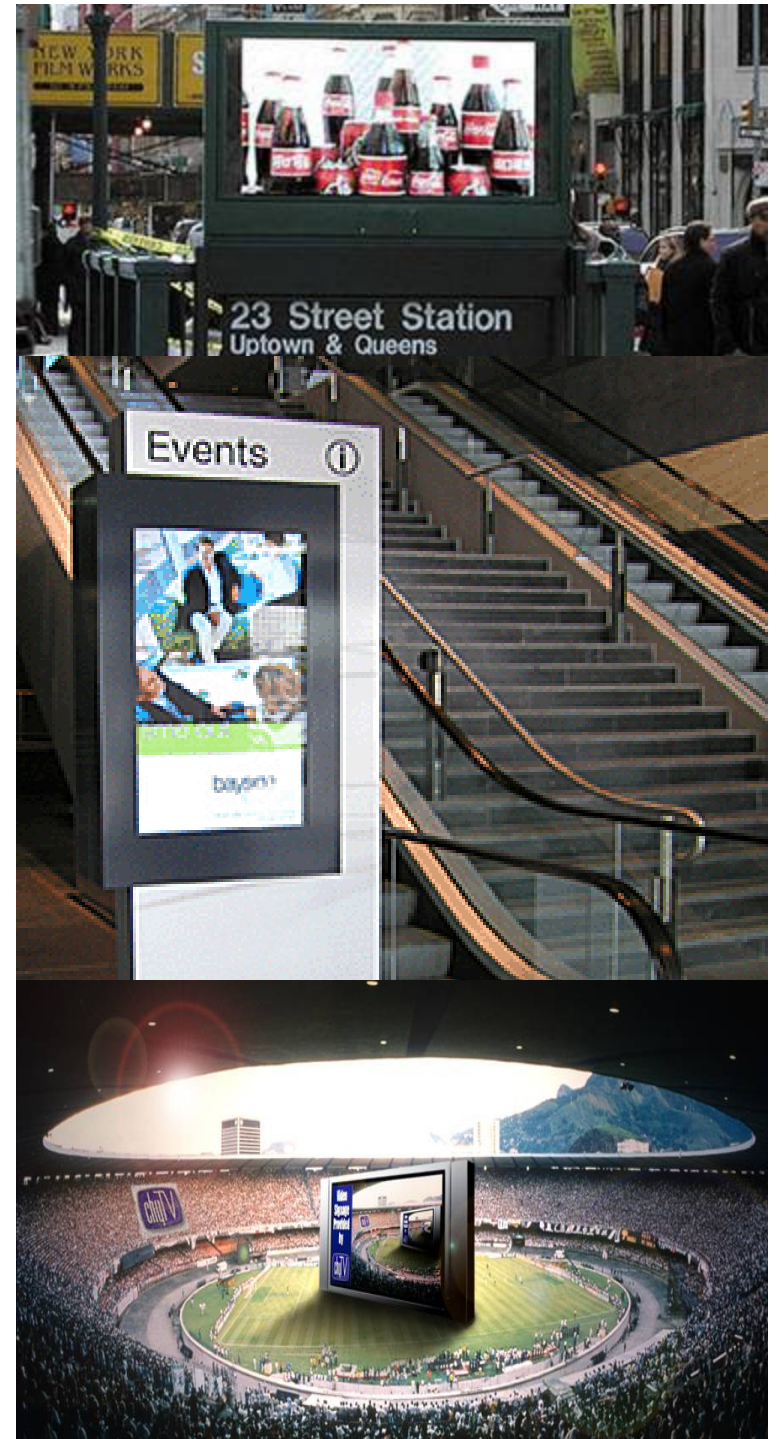
Goals

- To create value for digital signage companies to belong to DSA.
- To be the most effective representative of the digital signage industry.
- To bring together those who would benefit from digital signage technology and those who offer and support such technology.
- To facilitate networking among the many companies and individuals working in digital signage.

Digital Signage: Driving the Message Home



Jimmy Schaeffler
Chairman & CSO
The Carmel Group



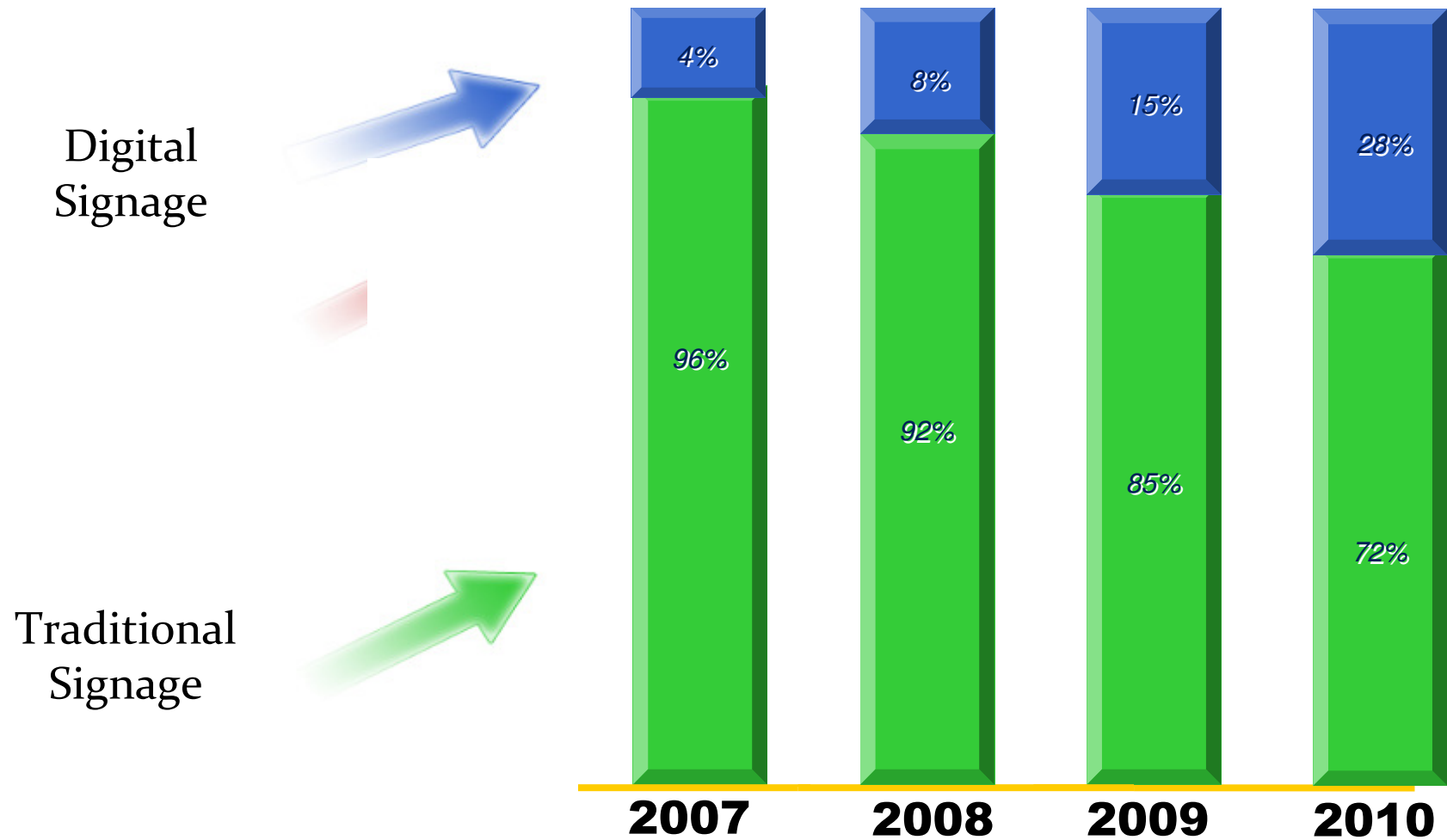
U.S. Digital Signage Overview

1. Data – Projections, Scope
2. Parts – Solutions, Hardware, Operational
3. Players – Who's In, Who's Coming In
4. Challenges – Top Five for Each
5. Opportunities – Top Five for Each
6. Future – What's Ahead

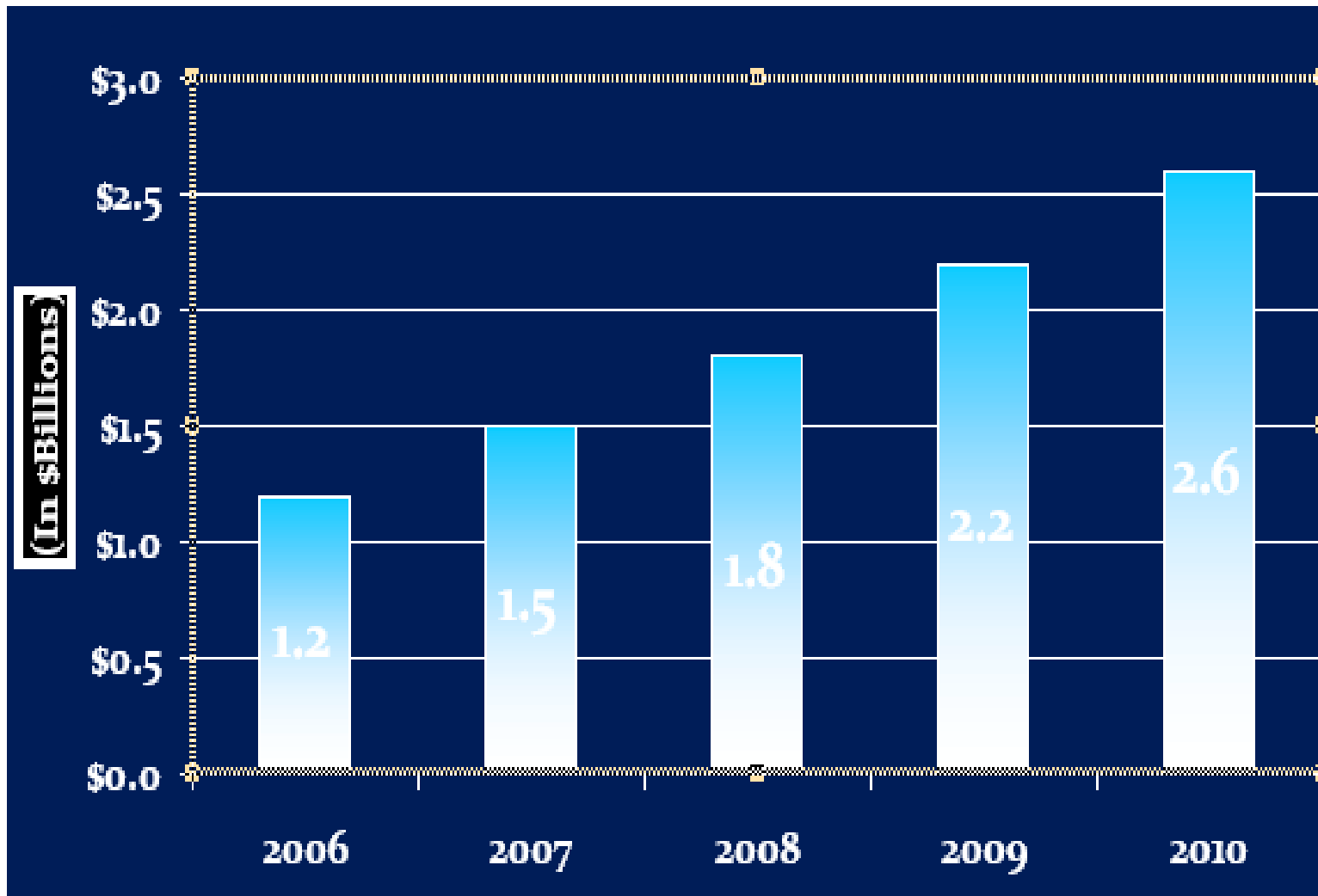


Total Revenues

Digital Signage vs. Traditional



U.S. Digital Signage - Revenue Projections



U.S. Digital Signage Overview

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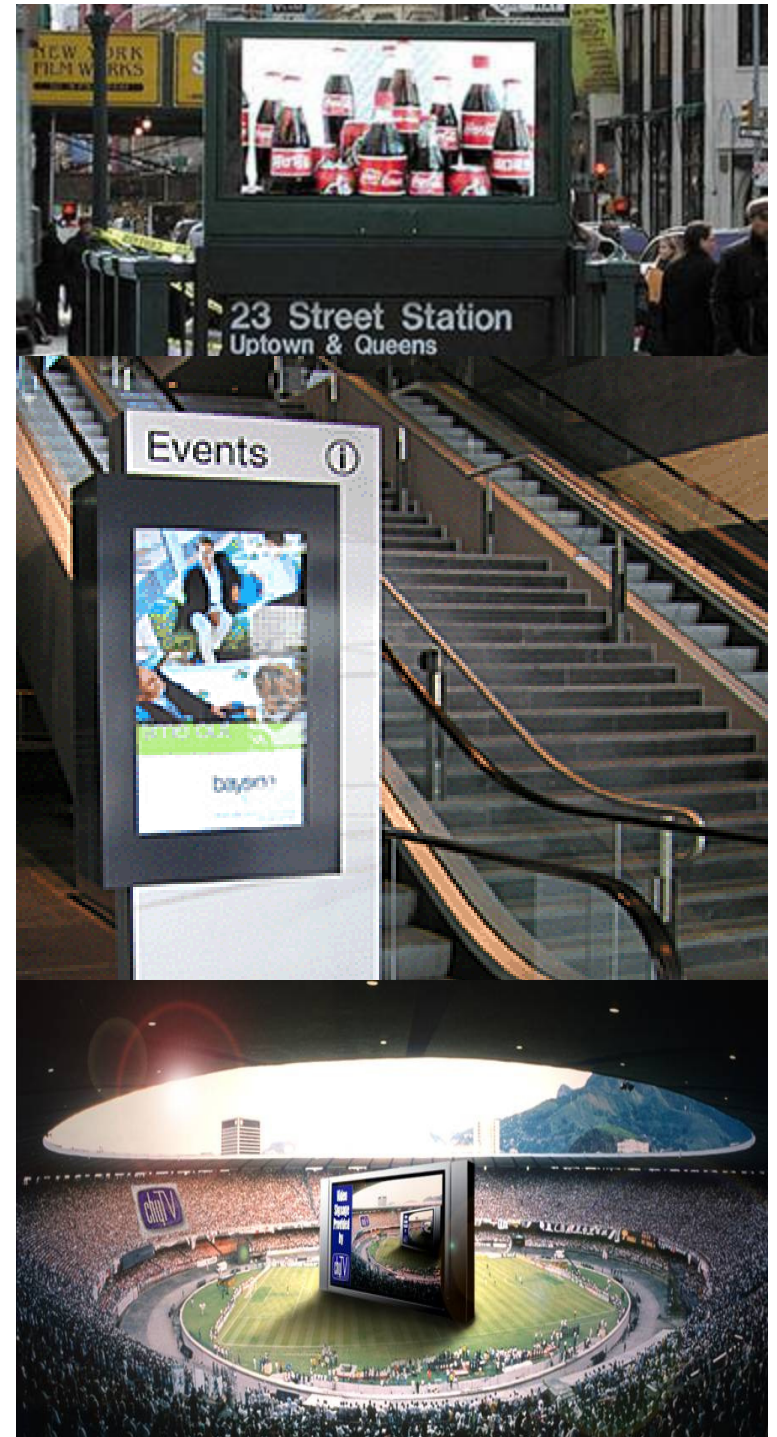


Digital Signage: Driving the Message Home



Greg Weaver
Manager, Digital Signage Networks
Microspace Communications Corp.

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Main Types of Digital Signage

Main Types of Digital Signage Applications:

- Reduce Perceived Dwell Time
- Branding
- Advertising (Generate Ad Revenue & Product Lift)
- Education (Both Customer & Associate)

Each of these can be combined for multi use

Also can be utilized for emergency / Amber alerts



Main Segments of Digital Signage Networks

8 Main Segments of Digital Signage Networks:

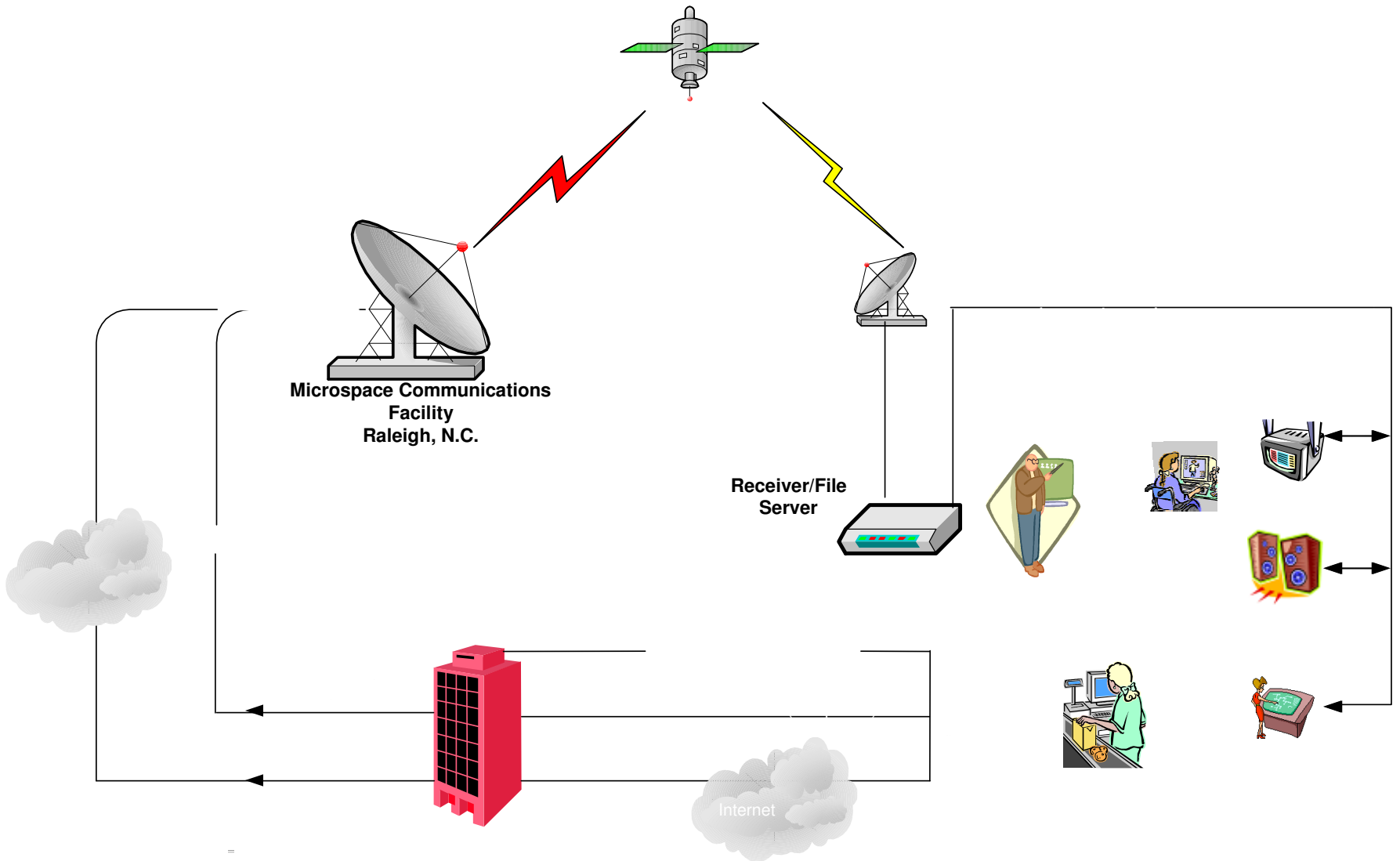
- Content Creation / Sourcing
- Content Management
- Advertising
- Product Sourcing & Integration
- Installation, Service & Maintenance
- Help Desk
- Content Delivery
- Financing



Considerations for Effective Networks

Considerations for Effective Digital Signage Networks:

- Purpose
- Design Appropriate Loop
- Engaging Content
- Location, Location, Location
- Consistent Message with Brand
- Timely Management

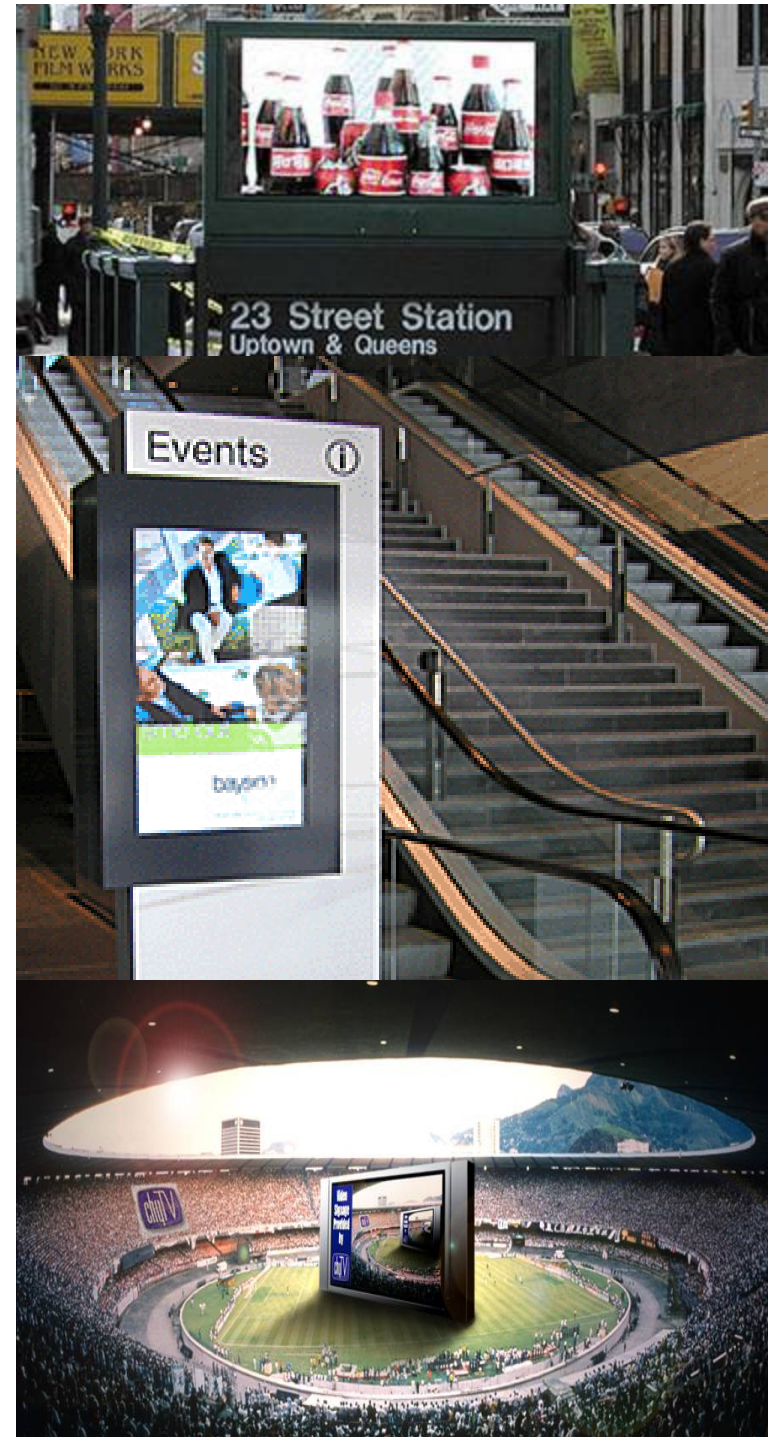


Content Delivery Service

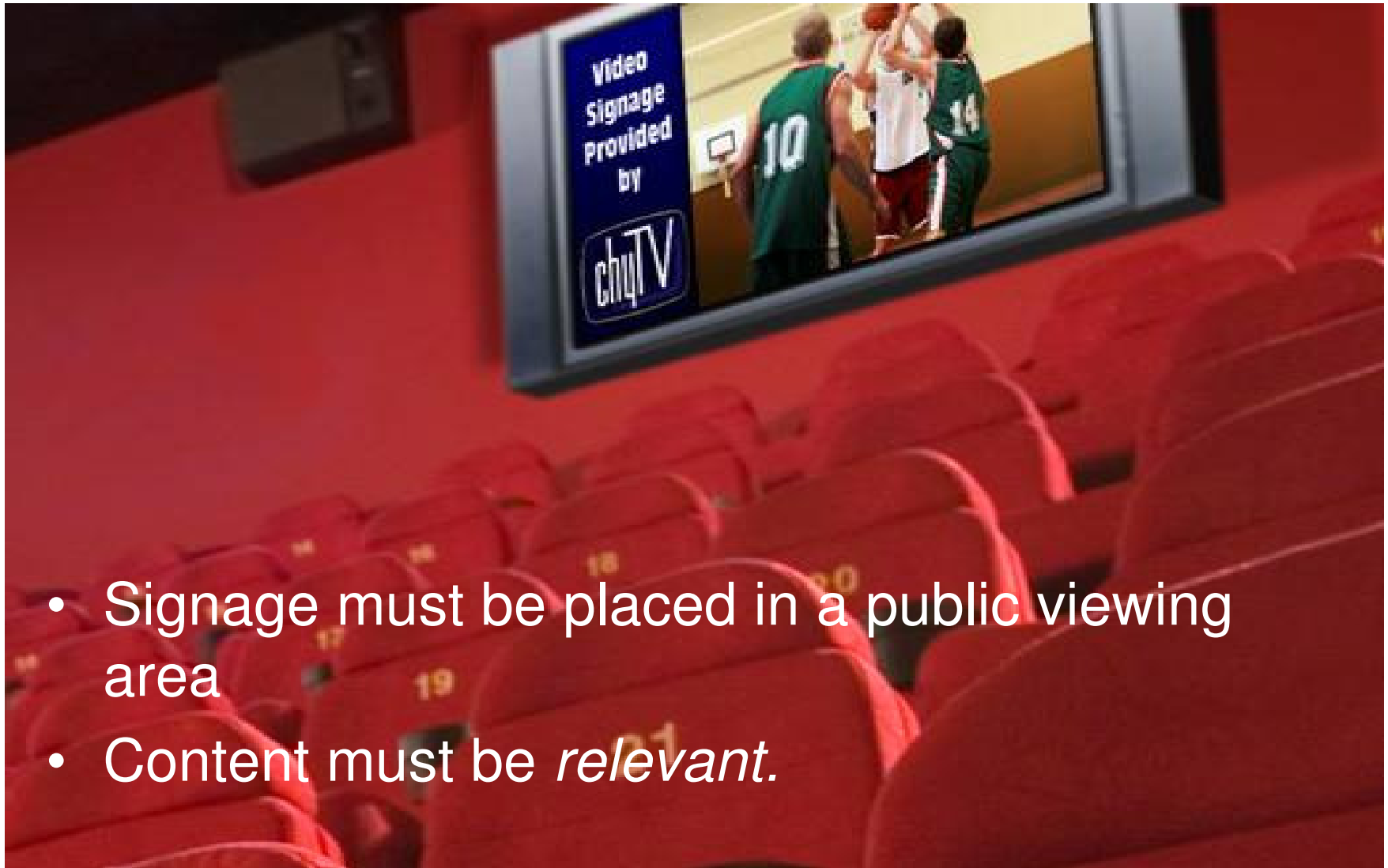
Digital Signage: Driving the Message Home



John Remmler
Vice President, Chyron Online
Chyron Corporation



Appropriate Placement



- Signage must be placed in a public viewing area
- Content must be *relevant*.

Ideal Placement . . .

- The best location may not be available . . .
- Spending time picking the right location will pay off.
- Be sure to put yourself in the viewer's mindset.





Attract Attention

- Where it counts
- Know your goal
- It's about *impact!*

How do you “make them look” ?

- Signage is really **GLANCE MEDIA**
- Capture the eye in 5 seconds
- Deliver the message in 15 seconds



Glance Media

- Very concise
- The 30 second spot will not work!
- Does not rely on Audio
- Must grab the eye!

Therefore It's
Dynamic



Is Content King?

- Content is important, to be sure
- The goal is to *motivate* or effect the viewer
- Content is the jester – the viewer is King.



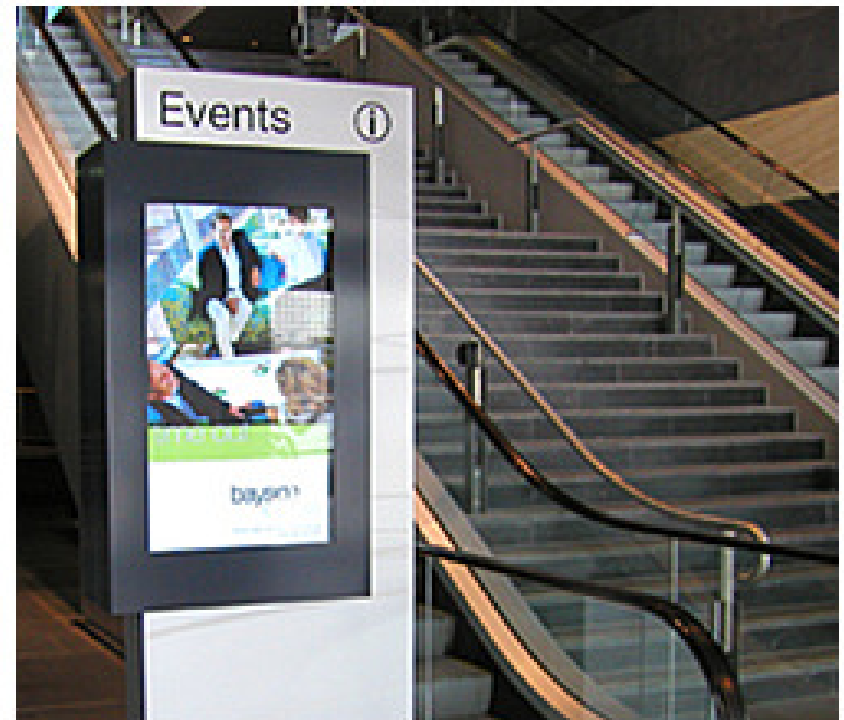
Effective Signage . . .

- OK, what's the effect?
- We want the reaction, “I'm glad I looked”
- Offer the viewer something – and they will look again!



How about an example?

- Good Placement
- Glance Media
- Glad you looked?
- A chance to sell – maybe.



Ways to measure effectiveness

- Arbitron and Nielsen are working on ways to directly measure exposure
- Sales uplift
- Exit surveys
- All measure the viewer side



Other metrics

- How many are knocking on your door?
- Ad supported networks will “snowball” giving another metric . . .
- Ad revenue



Conclusion

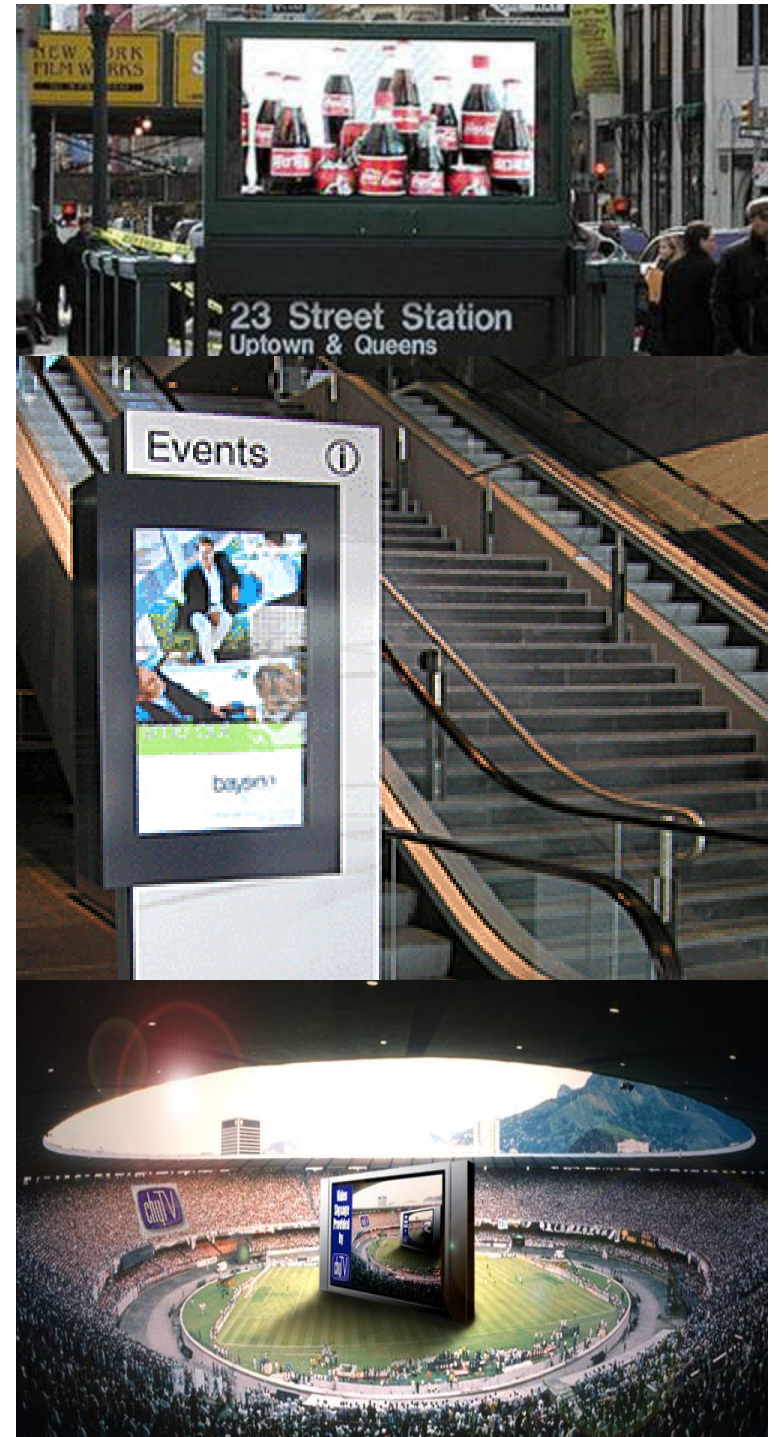
- Start with the Goal. Who do you want to effect?
- Placement is Key
- Impact – *Glance Media*
- The Viewer is King
- Make them glad they looked
- Measure & improve



Digital Signage: Driving the Message Home

Presentation Conclusion

Rick Ducey
Chief Strategy Officer
BIA Financial Network



Thank you for your time and interest

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John Remmler: jremmler@chyron.com

**Link to On-Demand Presentation and BIA's Blog
will be distributed by E-mail**

We will now take questions. Submit Questions via the "Question and Answer" box. If we do not get to your question today, we will contact you directly in the coming days.

**Our Next Webinar,
"NAB 2008: An Insiders Perspective"
is on April 9th at 2:00 Eastern.**

**For more information and to register go to:
<http://www.bia.com/webinars>**