

AT&T Digital SignageSM

With AT&T Digital SignageSM, implementing an end-to-end digital signage solution has never been easier.

Around the globe, enterprises are using digital displays within customer-facing branch or store locations to optimize the customer experience, increase sales, and enhance customer and associate communication.

AT&T Digital SignageSM allows organizations to focus on the message while AT&T maintains the end-to-end infrastructure. AT&T covers the complex task of implementing and operating the infrastructure necessary to deliver that message.

Move Large Digital Signage Content Reliably and Efficiently

With AT&T Digital SignageSM services utilizing patented ActiVia[®] technology, you can quickly and efficiently deliver multimedia content via reliable, scalable unicast or multicast distribution. Through a private AT&T Web portal interface, rich multimedia content is loaded into the distribution outbox and bulk transfers are automated and easily managed. Distribution events are set up individually, stored in templates, executed all at once, time-delayed, or programmed for recurrence.



Benefits:

- Increase brand awareness
- Increase sales
- Faster time to revenue
- Consistent messaging
- Customized messages
- Cost effective
- Captive audience
- Reduce perceived wait time
- Potential source of income

Ideal For:

- Retail
- Financial services/banking
- Hospitality
- Services
- Transportation
- Government
- Businesses with multiple locations

Features:

- End-to-end managed service
- Hosted application
- Array of video and multimedia formats
- Centralized controls
- Flexible scheduling
- Rapid deployment
- Video on demand
- Proven solution

Due to ActiVia's dynamic bandwidth capabilities, which utilize WAN resources more effectively, and the technology's one-to-many architecture, multimedia content moves reliably and efficiently across your WAN to edge devices. This redundant, highly available, secure hosted solution with dedicated receiving devices at each remote location is all expertly managed by AT&T.

- Increase Sales
- Enhance Brand
- Improve Customer Experience



Turn Network Resources Into a Revenue Generator

With AT&T Digital SignageSM, you can deliver high-impact media to any number of displays across the enterprise. Content can include product spotlights, brand promotion, targeted multilingual video, text, audio, or Web content designed to promote your products non-stop. AT&T Digital SignageSM is a one-stop, turnkey solution providing:

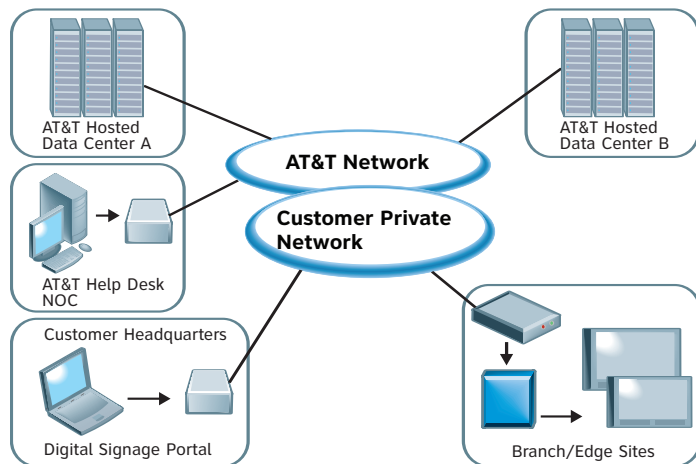
- All required software, hardware, installation and training
- 24x7x365 system operation and technical support
- Powerful, scalable, redundant datacenter architecture
- Ongoing operations and system maintenance
- Full reporting and billing for advertiser networks
- Fast deployment and business turnaround

Why AT&T Digital SignageSM?

Relieve Technology Hassles, Reduce Costs

The complexity involved in designing and implementing a digital signage network can be daunting. The capital expense and ongoing operational and management costs alone are significant deterrents. AT&T removes these hurdles by offering a comprehensive solution for installation, management, operation and maintenance of the entire multimedia network.

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AT&T's legacy of innovation and vast experience in project planning, deployment, provisioning and maintaining networks with millions of IP-enabled devices to hundreds of thousands of locations facilitates

Why Digital Signage?

A great location, good people and a quality product is no longer enough. Consumers want to be informed and entertained. They want to "experience" the company, the product and the brand to its fullest extent. As markets increasingly commoditize, high-impact digital signage is a point of differentiation.

A recent study, conducted by InfoTrends, clearly illustrated why the digital signage market has become such a success amongst the retail, restaurant and hospitality industries. The study revealed that digital signage displays offer 47.7 percent effectiveness of consumer brand awareness and creates a 31.8 percent upswing in overall sales' volumes. The study also demonstrated digital signage's ability to generate a 32.8 percent growth in repeat buyers and in-store traffic.

With no uncertainty you can realize the positive effects digital signage has on consumer behavior, employee education and corporate communications.

Branded environments where the store is a destination makes the customer experience pleasant and desirable. The end result: consumers feel good about spending money. This is the customer experience, and it is something businesses ignore at their own peril. Customers are willing to pay a little bit more if the act of purchasing makes them feel good.

As is often the case, technology – and in this case digital signage – is an invaluable tool that creates memorable consumer experiences. Often it is as simple as a one-to-one interaction, providing pertinent information to make the trip quicker and more convenient, or it can be a one-to-many experience where consumers get a warm feeling about being in a branded environment. Either scenario drives sales, builds brand loyalty and generates strong competitive differentiation.

Businesses need to create real differentiation with their brand and Enterprise Digital Signage is the perfect solution!

a smooth project implementation. AT&T Digital SignageSM offers a quick-to-deploy, affordable, managed solution for the highly distributed digital signage project.

For more information contact your AT&T Representative or visit us at www.att.com/business.