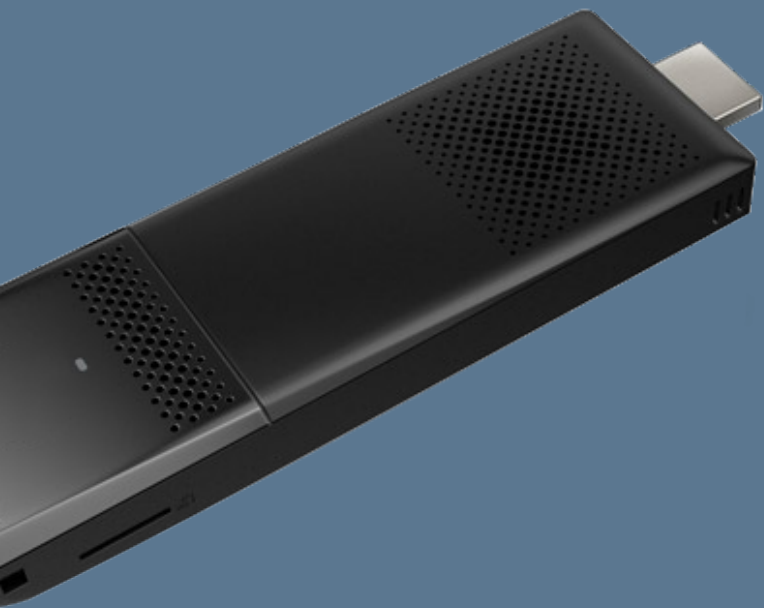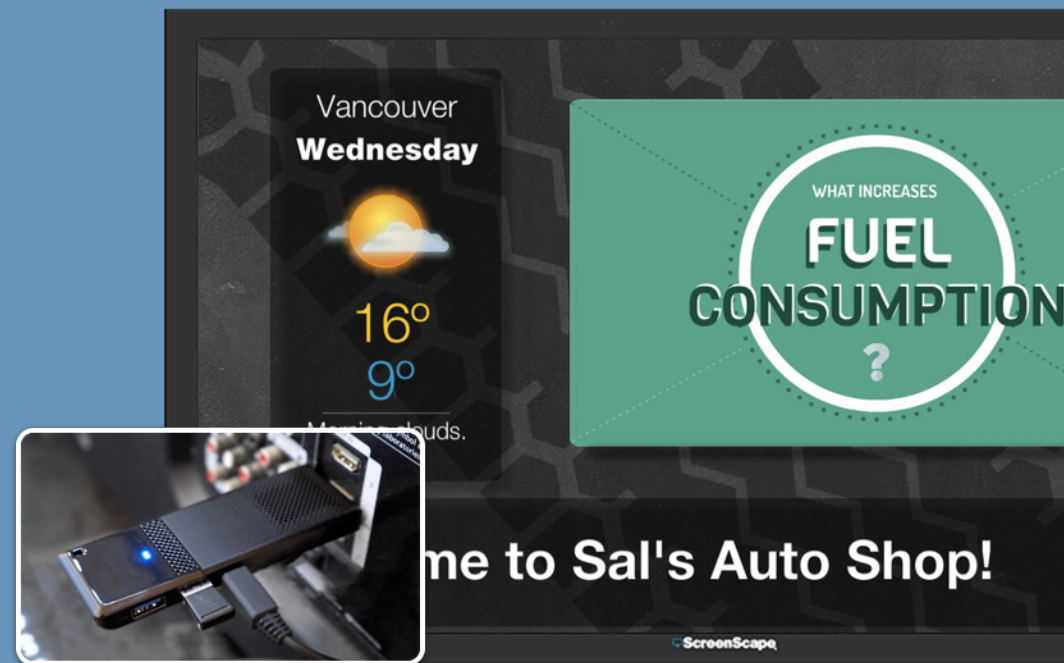# ScreenScape helps businesses connect and control screens over the Internet.

Using a simple plug and play device, ScreenScape customers can turn any screen into a connected digital sign. Once a screen is connected it can be managed, updated, and monitored over the Internet using ScreenScape.com.
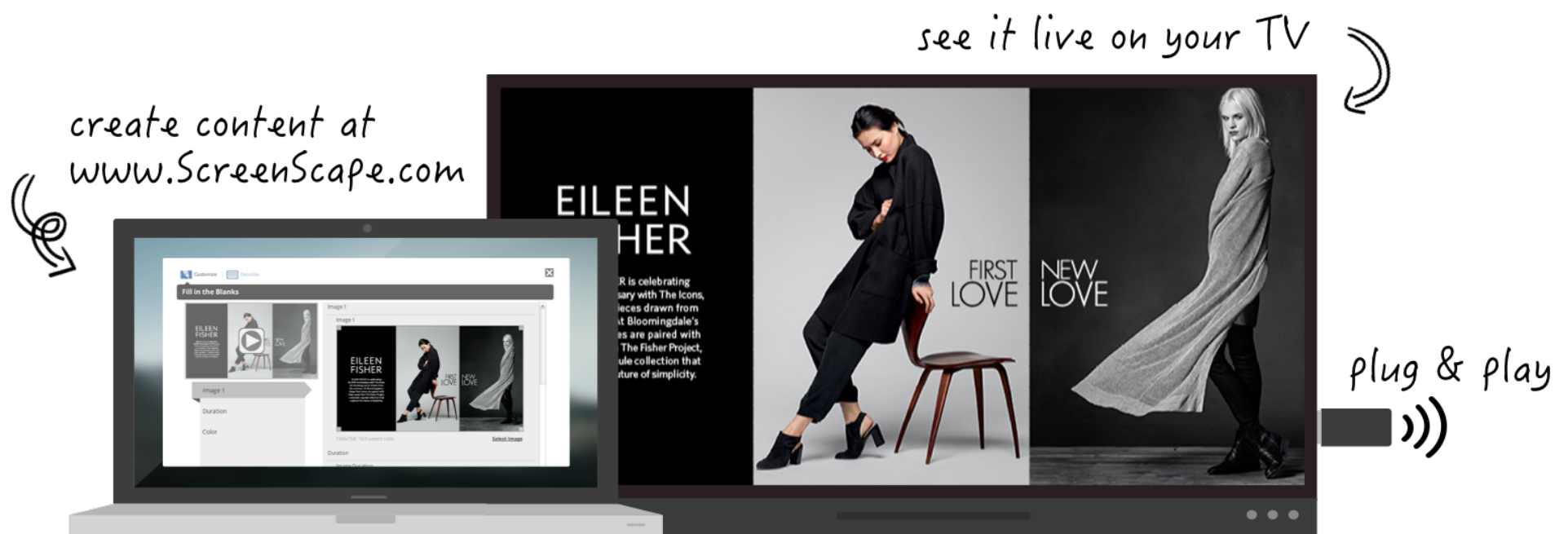
ScreenScape is <u>simple</u>, <u>cost effective</u> & <u>scalable</u>.

ScreenScape
Engage *your* audience ®

ScreenScape is Simple.

It leads to tremendous savings in money, time and effort.

Plug and Play Hardware

ScreenScape Connect allows businesses to turn any TV into a dynamic digital sign. Connect the screen of your choice to your own account at ScreenScape.com using an Internet-connected plug & play device. Enterprise digital signage without the pain of a complex IT project!

Powerful, yet simple, Content Management System

More flexibility and control puts you in charge of your own marketing objectives!

- Publish videos, images, weather, schedules, menus, RSS feeds, and more in minutes.
- Template driven
- Drag and Drop publishing.
- No design or coding skills needed.
- Automation features allow you to set it and forget it.
- Self serve content management with a 15 minute learning curve.

Cloud Based Software

Be more productive. One login at ScreenScape.com accessible from anywhere. Automatic free software updates, zero software infrastructure to maintain and software that works wherever and whenever you work.

ScreenScape is Cost Effective.

Lowering your total cost of ownership frees up budget to pursue your higher level business objectives.
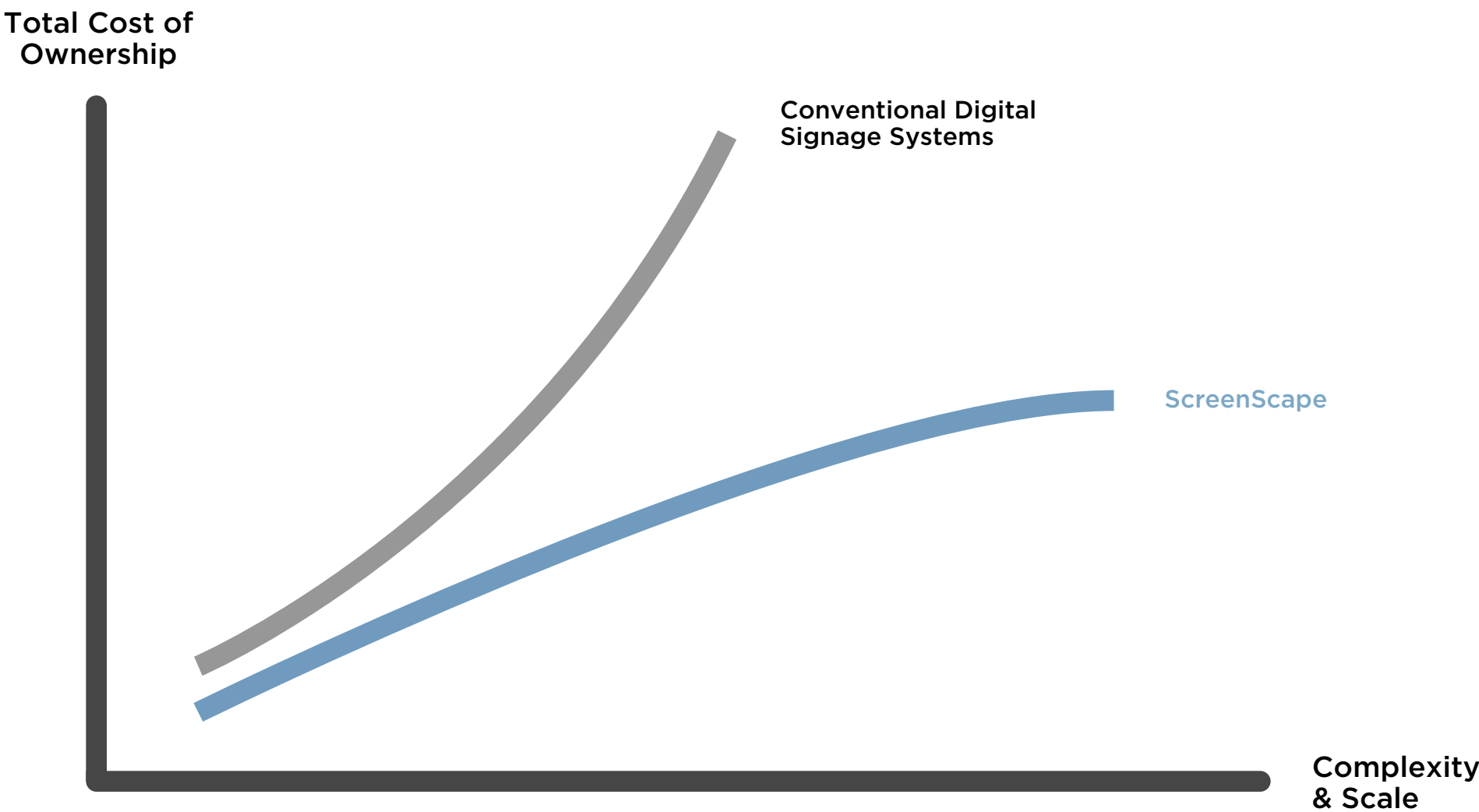
Lower set up and deployment costs

Kill cost and complexity so you can embrace scale! Getting started with digital signage used to be an IT challenge and a project manager's nightmare. A plug and play device can reduce deployment costs and dramatically simplify a national roll out. Mail the device to the location, plug it directly into any TV, get it online, and your screen is connected!

Lower total cost of ownership (TCO)

Don't let hidden costs hold your network back. ScreenScape is software designed for the full lifecycle of place-based marketing. We lower TCO by giving you a completely self serve platform and more remote troubleshooting features. Lower your operating costs while increasing control over hyper local marketing campaigns, all with help from the ScreenScape team.

No hidden fees, no surprises

Buy with confidence! Our pricing model is simple, straightforward and completely transparent. You buy the device (or get it free) and pay a flat monthly fee. That's it! There are no "content change fees" or "hosting fees" that you will see from our competitors.

Total Cost of Ownership

Conventional Digital Signage Systems

ScreenScape

Complexity & Scale

ScreenScape is Scalable.

The true value of place-based media is unlocked when your network is running at full scale with a full complement of screens at every location that matters. Involve as many industry and community partners as makes sense for your business.

Centralized Coordination & Control

Be the gatekeeper at the center of your own universe of screens. Whether it's 3 or 300.... If you have multiple screens you need a clever way to manage every one of them. Our drag & drop interface turns the complex task of publishing local and global playlists simultaneously into a simple task.

Simplified local access to individual screens where desirable

Right sized solutions for your retail partners. Do you wish to provide simplified access to a screen at the store level? No problem. You can allow single screen content updates by a local screen owner while maintaining overall playlist control (and hence brand control) at a centralized level.

Free content memberships for your advertisers, partners and vendors

Turn your network into a profit center by inviting your industry and community partners to participate. Free content memberships allow you to onboard your partners cost effectively so that they can easily submit content for your online approval. The key to successful monetization is growing your network and offering valuable placement opportunities to those who want to share in the onscreen messaging.

Add screens any time on the fly

Need to scale up? No problem. Just order more devices. We'll ship them direct to the locations that need them, and help to activate them. Your ScreenScape network recognizes new devices automatically, and whole playlists can be copied to them in seconds. Expansion is a breeze.