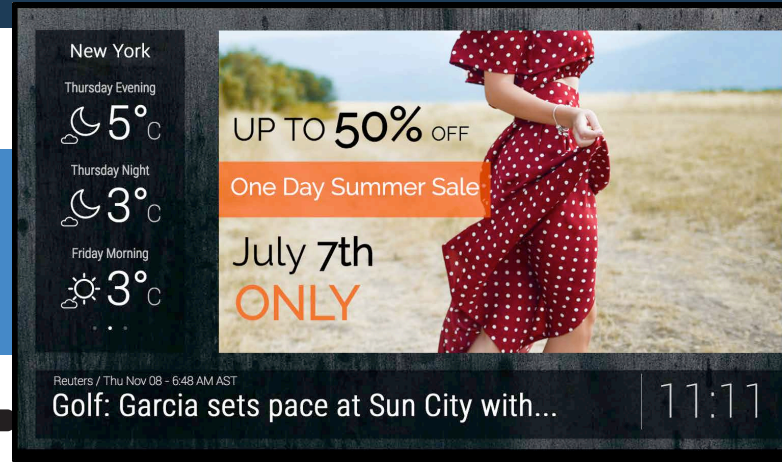


ScreenScape helps businesses connect and control screens over the Internet.



## ScreenScape is

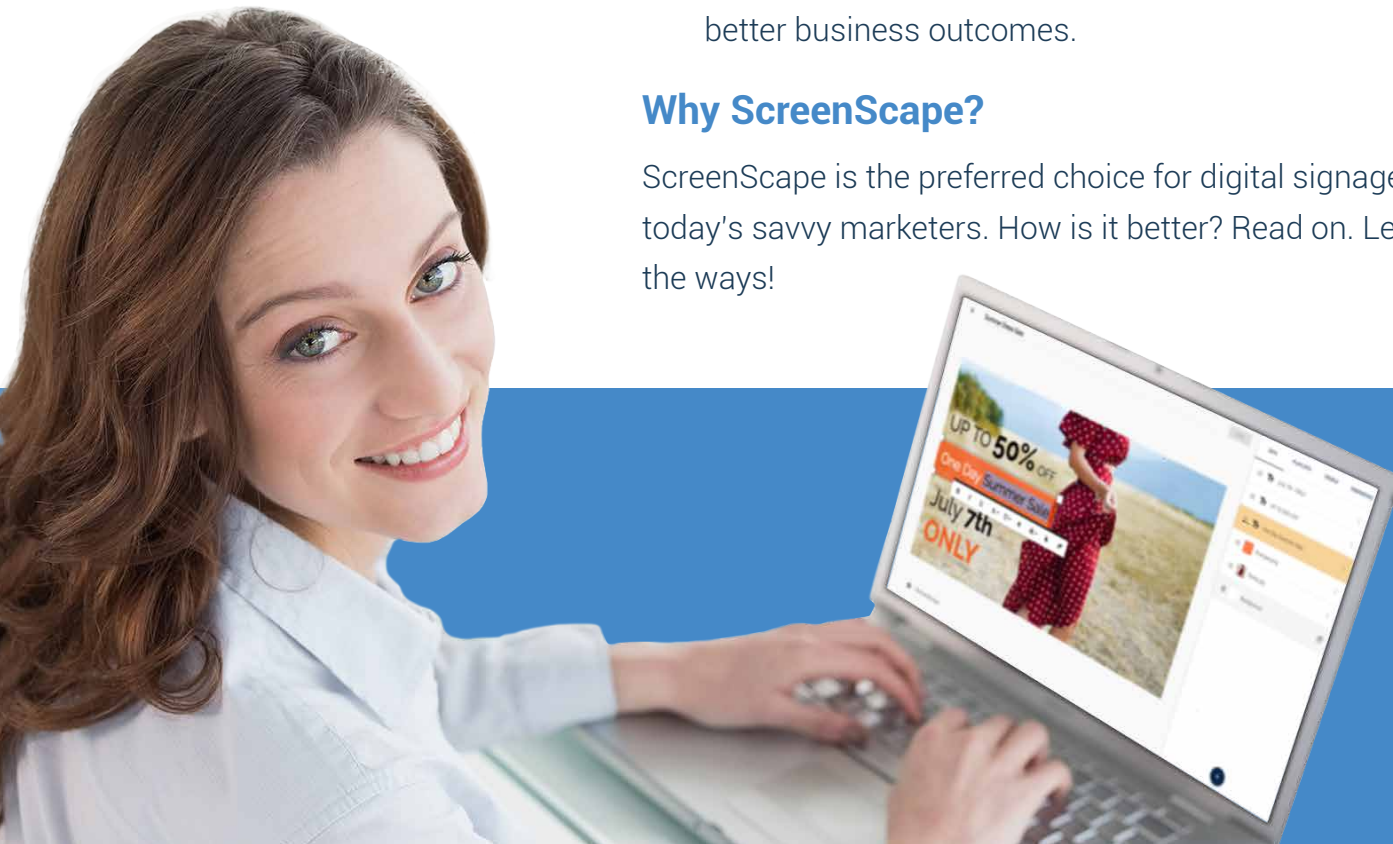
- ✓ simple
- ✓ cost-effective
- ✓ scalable

## How Does It Work?

1. Using a simple plug and play device, ScreenScape customers can turn any screen into a connected digital sign.
2. Once a screen is connected it can be managed, updated, and monitored over the Internet using ScreenScape.com.
3. Our content tools make it easy for anyone to create and publish beautiful onscreen messaging that informs, educates and entertains visitors.
4. Put those screens to work. Use your ScreenScape screens in strategic locations to activate your customers and drive better business outcomes.

## Why ScreenScape?

ScreenScape is the preferred choice for digital signage among today's savvy marketers. How is it better? Read on. Let us count the ways!



# ScreenScape is Simple.

*Keeping it simple leads to savings in money, time and effort.*

## Plug & Play Hardware

The ScreenScape Connect device allows businesses to turn any TV into a dynamic digital sign. Connect the screen of your choice to your account at Screenscape.com and start experiencing professional 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, news feeds, and more in minutes.
- Use our professionally-designed customizable templates or create content from scratch.
- Get media on and off your screens with fewer mouse clicks with drag and drop file imports, bulk playlist editing, and hardware sharing features.
- Set it and forget it with automation features like content scheduling.
- Save professional fees by creating and managing your own content—no design or coding skills needed.

## Cloud-Based Software

Be more productive. Login to ScreenScape.com anywhere there is an Internet connection. ScreenScape makes maintaining a digital signage network easy with automatic software updates, zero software infrastructure to manage, and software that works wherever and whenever you work.



Import or create media



Design & publish a playlist



Media is sent to device



Media plays on your TV

# 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

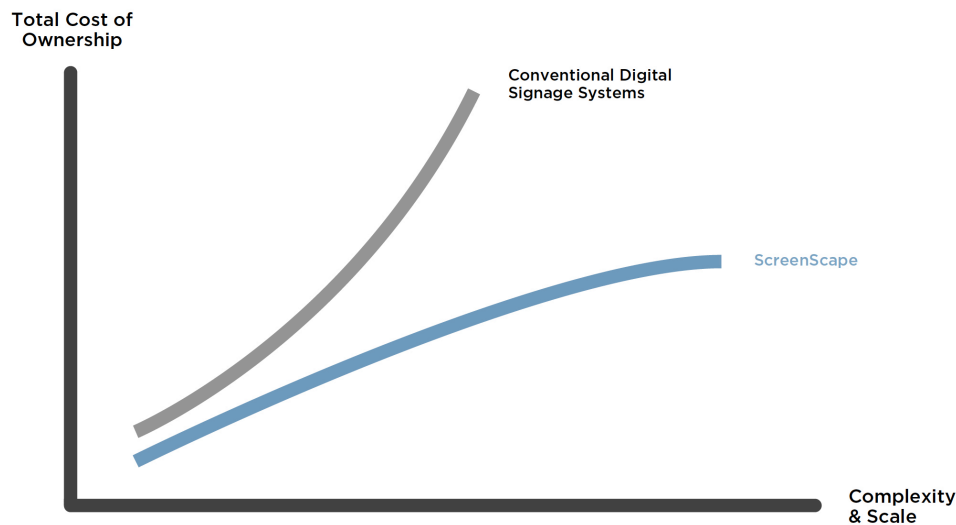
Kill cost and complexity so you can embrace scale. Getting started with digital signage used to be an IT challenge and a project manager's nightmare. A plug and play device can reduce deployment costs and dramatically simplify a national roll out. Mail the device to the location, plug it directly into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

## Lower Total Cost of Ownership (TCO)

Don't let hidden costs blow your budget. ScreenScape is software designed for the effective management of the entire life cycle that goes with place-based marketing - from network setup to campaign execution. We lower TCO by giving you a cost-effective self service platform and easy to maintain solution. Lower your operating costs while increasing control over your messaging, 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 with a 36 month commitment*) and pay a flat monthly subscription fee. That's it! There are no "content change fees" or "hosting fees" that you will see from our competitors.



Import or create media



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Media plays on your TV

# ScreenScape is Scalable.

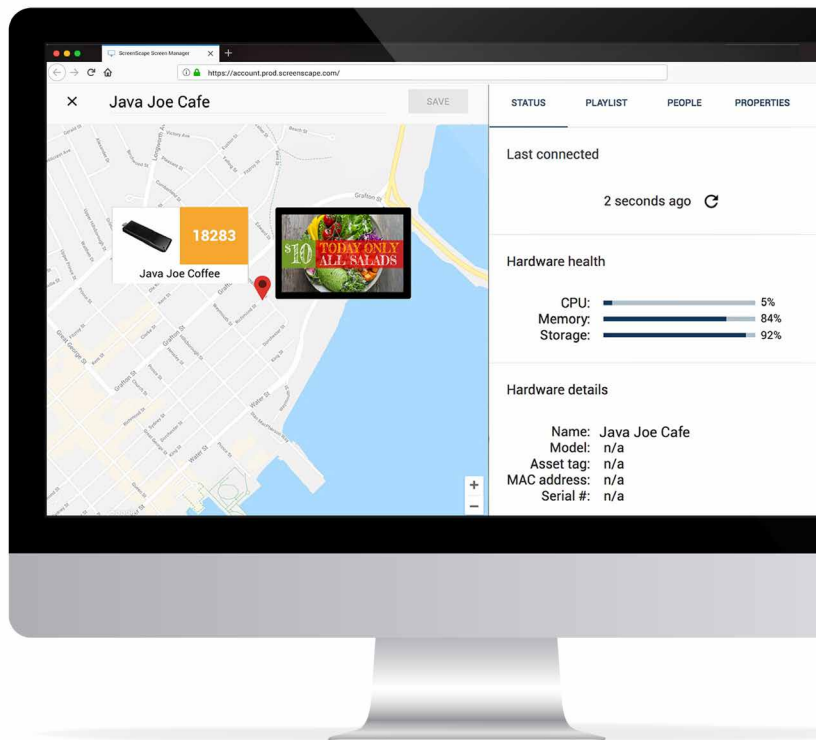
*The true value of place-based media is unlocked when your network is running at full scale with a full complement of screens at every location that matters. Involve as many industry and community partners as makes sense for your business.*

## 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. Smart provisioning makes it easier to track your devices and assign them to their appropriate locations.

## 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 Software Tools for Your Advertisers, Partners and Vendors

Turn your network into a profit center by inviting your industry and community partners to participate. Free software accounts allow you to onboard your partners cost-effectively, so 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 your on-screen messaging.

## Add Screens Anytime on the Fly

Need to scale up? No problem. Just order more devices. We'll ship them directly 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.



Import or create media



Design & publish a playlist



Media is sent to device



Media plays on your TV