



Media Dimensions - Signage Systems Summary Description and Capability Statement

Media Dimensions, LLC of Fairfield, NJ has identified the key technologies and resources to design, develop and market a content/feature-rich interactive multi-display information system for use in retail and other high-traffic venues.

These network-capable multimedia information platforms are aimed primarily at high-end retail and other high-exposure, high volume public environments, including hotel chain and hospitality/tourism organizations.

Media Dimensions next-gen multimedia systems present a large amount of rich content displaying simultaneously to multiple monitors, which appear to the viewer as a single, immersive presentation.

Where required, these systems are capable of intelligent response to user input selections and are able to store user activity as a data-based set of information.

3 basic levels of system design are offered:

- One for viewing only – focused-target dissemination of information and entertainment;
- A second system level includes interactive content delivery based upon user input selections;
- A third intelligent interactive system includes front end/backend event processing, i.e. the ability to:
 - i. Present coupon, session or sales receipt, etc. based on user selections;
 - ii. Print out intelligent session response, i.e., wardrobe ensemble selections; confirm hotel or restaurant reservations/cost and provide other tangible results of interactivity to the user;
 - iii. Input, capture, database, archive and selectively re-distribute information captured from user sessions;
 - iv. Trigger external "on-demand" user-selectable content sources to monitors or network devices, i.e. camera feeds, internal or external content feeds, data feeds;
 - v. Present these content and interactive functionalities to remote viewers via the Internet.

The display front end deploys multiple high-quality LCD monitors housed in an aluminum, chrome, or client-themed design and offers the user a viewing surface where content is presented on one unified display environment consistent with the client's branding and other identifying theme treatments.

Media Dimensions has partnered with Gissona Design Group, Inc. to develop customized system enclosures based upon client requirements.

These systems can directly display simultaneously to from 1 – 8 LCD-type multi-format monitors. With downstream signal splitting of the main system, output options are virtually limitless. Routed subsystem or external signal events may also be triggered via GPI or RS232 from the main system to any required device.

Separate systems are network-able and can be accessed and managed globally and/or remotely.

Based upon its 15 years' industry experience, Media Dimensions carefully evaluates components of various types to conclusively determine which technologies most effectively meet or exceed the client's content and other presentation requirements.

Media Dimensions has successfully placed signage systems with the following clients: Deutsche Bank, N.A., US Headquarters, 60 Wall Street, NYC; Hospital Insurance Plan of NYC (HIP), 55 Water Street, NYC, Robison Mall (Forest City Development), Pittsburg, PA.



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