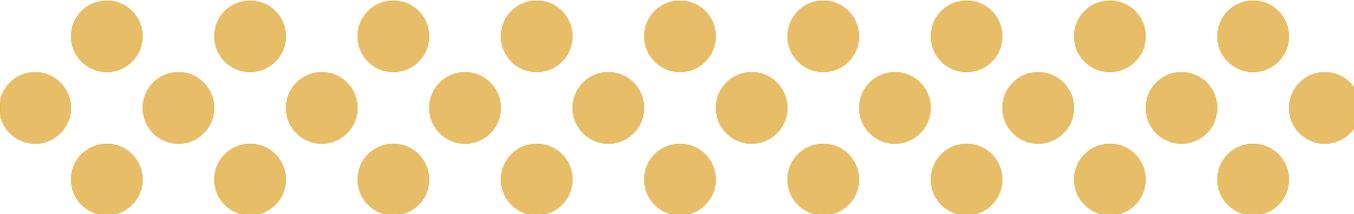
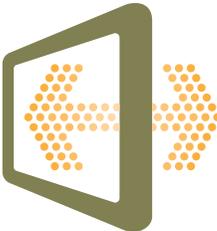


# Digital Signage/New Media/IPTV Guide

join > influence > benefit



# Hello

**You've been around. Success has come through hard work and a commitment to serving your customers and looking out for their best interests.**

**You understand the more success the organizations you serve have, and the larger the role you play in achieving it, the more likely your customers will invest more with you.**

**You also know how challenging effective communication can be. New media can provide the competitive edge you need to improve productivity, customer satisfaction, efficiency and results.**

## **Introducing Influence Media Network Powered by MEDIAEDGE**

IMN MEDIAEDGE, a leading visual communication solution created by Grass Valley specifically for the enterprise visual communication market, designed so users can easily customize their solution to meet the unique messaging challenges organizations of all types face, enabling improved communication to employees, visitors, vendor partners, investors, or the individuals organizations seek to serve whether they are called customers, prospects, clients, members, patrons, or by any other name.

### **Join the IMN MEDIAEDGE revolution, influence key individuals and enjoy the benefits.**

- >> Deliver rich media messages to screens ranging from existing televisions or high-definition screens to projectors or even outdoor digital displays to inform, train, educate, entertain or influence viewers.
- >> Add visual messaging to emergency campus notification solution including specific directions for various types of emergencies for each display screen depending on location.
- >> Impress visitors, vendor partners, prospects, or customers with welcome signage and screens presenting an integrated message throughout any facility.
- >> Improve return on investment from trade show participation by using multiple screens synchronized to communicate the full story in a powerful way that stands out.
- >> Broadcast multiple video and stereo audio streams over CAT5 cable to single or multiple endpoints.
- >> Show up to 5 zones of content on a single display.
- >> Redistribute live content from cable, satellite, video conference, live switched program, or a single camera with or without digital rights management.
- >> Mix high or standard definition full motion video and audio with other visual media content including flash, pictures, html, scrolling text, or RSS feeds.
- >> Deliver content via existing network cabling to any PC or monitor either on demand or via channel or scheduled broadcast.
- >> Integrate with RFID, barcode scanners, touch screens, motion detectors and more to automate content selection or enable view engagement and feedback.
- >> Deliver the right message, at the right time, to a highly targeted audience, in a compelling way leveraging high quality visual images to engage viewers and influence behavior at the point of decision.
- >> Easily create and manage multiple types of visual communication content.
- >> Program and manage broadcast television channel schedules, web streaming schedules, internal displays and more.
- >> Enable completely new recurring revenue stream through selling time on system to national, regional or local advertisers.

## About us

### Our mission

Our mission is to enable organizations of all sizes to leverage the power of visual communication to influence individuals and improve their results. More specifically, we help organizations use the MEDIAEDGE system in countless ways — to improve employee morale, enhance training, enable consistent branding and messaging, reduce the cost and environmental impact of print signage, shorten the time to market with marketing campaigns and messages. We make it our business to educate and inform customers or prospects, increase sales at point of sale or point of purchase, and create new recurring revenue streams by allowing select advertisers to reach their unique captive audiences with relevant, timely information.

### A flexible, capable and cost-effective solution

At IMN, we know a one-size-fits-all approach simply doesn't work because when it comes to visual communication — whether digital signage or video distribution, education or retail, large enterprise or small business — no two needs are exactly alike. We also recognize the importance of local dealers in understanding the unique needs of their clients, designing a solution, and supporting it to ensure maximum benefit is realized.

The Grass Valley approach is an original one: design MEDIAEDGE as an open architecture, standards-based platform — an “engine,” if you will — around which **IMN Customers can build customized, individualized solutions**. It's unique in the industry, and it's what makes MEDIAEDGE so powerful.

### Faster delivery, better support

The IMN team is full of knowledgeable professionals with more than a half century of combined experience in distribution, technology, sales, marketing and client service. We're strategically located in Northeast Arkansas, which puts us close to FedEx's main hub, **enhancing our ability to provide rapid response to our customers**.

IMN is a value-added distributor for Grass Valley's MEDIAEDGE visual content management and distribution family of products. We provide pre- and post-sale support, and product support and services through the nationwide network of IMN Grass Valley MEDIAEDGE dealers.

Join. Become an IMN network customer.



## Retail

- Single location or large international organizations
- Automotive, boat, motorcycle, tractor & RV dealerships
- Tire, parts & auto accessory stores
- Services (barber shops, hair salons, health clubs)
- Clothing

## Education

- Local school districts (Pre-K through 12)
- College & university campuses
- Vo-tech or specialty trade

## Healthcare

- Hospitals & Clinics
- Dentists & Orthodontists
- Eye Doctors
- Chiropractors
- Physical Therapists
- Rehab Centers

## Hospitality

- Hotels & Convention centers
- Restaurants
- Sports venues

## Houses of Worship

- Churches
- Synagogues

## Government

- Courthouses
- City Halls

## Banking

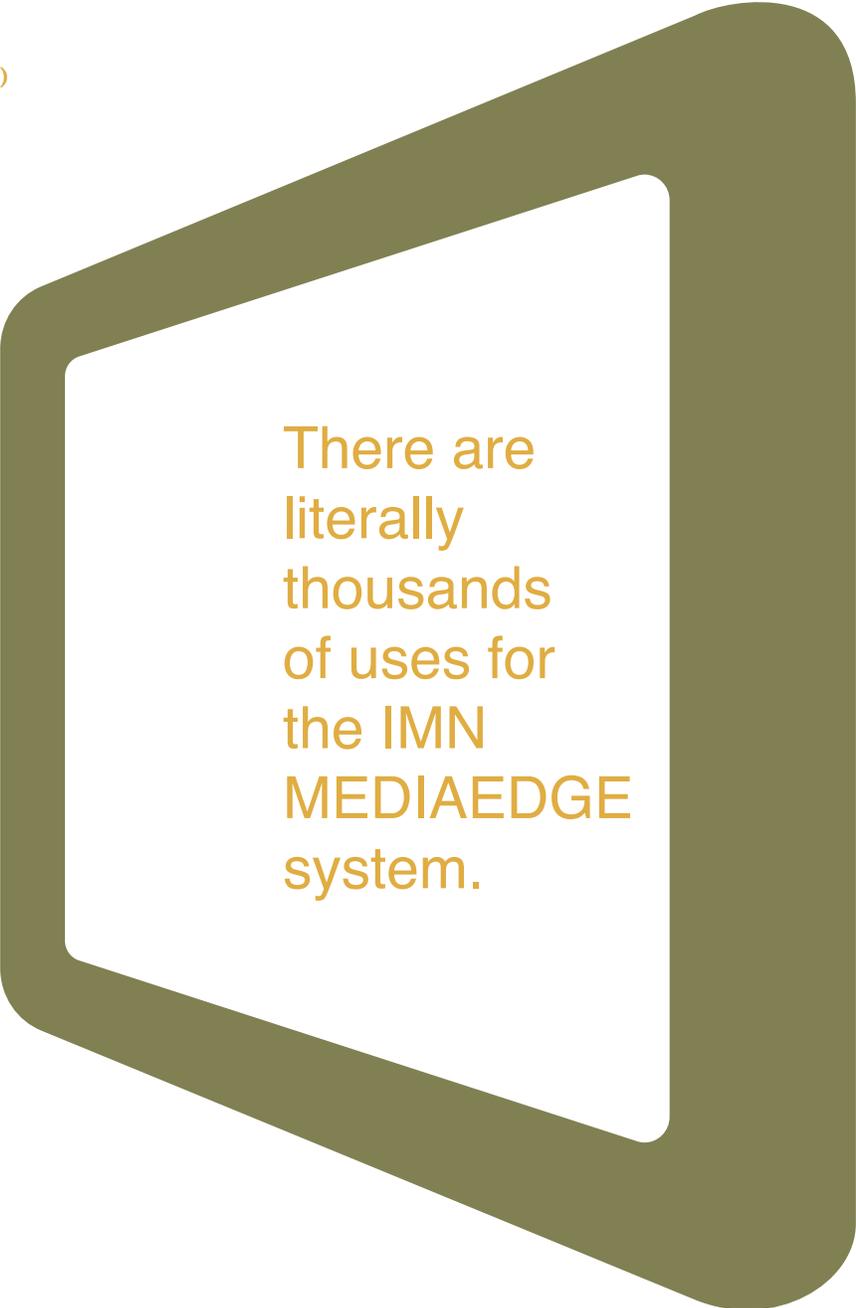
- Main bank locations
- Branch locations
- Drive-thrus

## Manufacturing

- Production floor
- Cafeteria/break room

## Corporate Offices

- Reception/entry/lobby
- Board/conference room
- Break room/cafeteria
- Sales area
- Technical support area
- Human resources & employee training



There are  
literally  
thousands  
of uses for  
the IMN  
MEDIAEDGE  
system.

Substained profitable growth is dependent on constantly finding, offering, education and delivering products or services to new or existing clients—IMN MEDIAEDGE can help overcome significant challenges all organizations face in execution.



### Maximum influence. Maximum opportunity.

Experts will tell you that visually communicating your message may be the single most effective way to reach your audience. Really any place people gather and have significant “dwell” or wait time, there is an application for visual communication. Done well, it enables you to deliver your message to a captive audience — of customers, employees, visitors, students, prospects, and more — for maximum influence.

Look around and you will notice, flat screens are going up everywhere! Training, development, motivation, education, information, emergency notification, instruction, marketing, advertising, and entertainment are just some of the key uses and reasons why double-digit growth is predicted for this emerging technology over the next decade or more.

**Join > Influence.** Neither you nor your customers can afford for you to miss the opportunities to improve overall communication and results enabled by implementing IMN MEDIAEDGE



### You have a commitment to your customers. We understand that.

Since opening your doors, it is likely you have worked diligently to establish trust with those you serve. To protect the relationships you have worked so hard to build, you understandably take great care in selecting products or services you recommend to your clients. Substained profitable growth is dependent on constantly finding, offering, education and delivering products or services to new or existing clients—IMN MEDIAEDGE can help overcome significant challenges all organizations face in execution.



- ▶ Can I improve safety and security?
- ▶ Can I break through “clutter”?
- ▶ Can I know my message is seen and understood?
- ▶ Can I ensure consistency of message and branding?
- ▶ Can I increase sales of existing products or services at POS/POP/POD?
- ▶ Can I quickly respond to changing market conditions?
- ▶ Can I easily deliver unique messagea throughout my organization?
- ▶ Can I improve customer satisfaction?
- ▶ Can I provide a differentiated customer experience?
- ▶ Can I improve staff training and involvement?
- ▶ Can I do all of this efficiently and affordably?

With a customized IMN MEDIAEDGE solution, you can not only control new systems, but also upgrade existing RF-based video distribution systems with or without replacing existing cabling television screens or projectors.

**IMN MEDIAEDGE adapts to offer a robust, versatile solution with these features and more:**





## I'm in!

**Ready to say, "I'm in!" to  
Join > Influence > Benefit  
and learn how we can help  
your business grow?**

### To Join

1. Go to [www.imn.me](http://www.imn.me)
2. Click on **Become An Affiliate**
3. Click on
4. Complete  form
5. Click **Sign Up Now** to submit

### To Influence

1. Go to [www.imn.me](http://www.imn.me)
2. Click on **Solutions**
3. Read the information
4. Download data sheets
5. Schedule basic training
6. Refine your message and determine how to communicate benefits to markets you serve
7. Develop vertical market specific presentations

### To Benefit

1. Develop a list of top prospects
2. Contact IMN for account penetration strategy planning
3. Conduct initial meetings and analyze needs & opportunities
4. Go to [www.imn.me](http://www.imn.me)
5. Click on **Affiliate Login**
6. Register your screen properties
7. Approve advertiser requests
8. Receive payment

## Watch your results improve!

Studies show increased sales of existing product from high single-digits to high double digits when point-of-purchase (POP)/point-of-sale (POS)/point-of-display (POD) messaging is utilized to support specific products or services.

## Getting started with IMN MEDIAEDGE is EASY!

It may sound complicated at this point, but it really isn't. If you believe there is room for improved communication IMN can help. You're never alone. IMN MEDIAEDGE experts are always available providing sales, technical, and end-user training, plus pre- and post-sales technical support.

**Not convinced yet?** Consider this—IMN MEDIAEDGE visual communication solutions can improve results without adding staff. You can reliably and consistently deliver key points in an impactful manner—the right message at the opportune time to a highly targeted audience who are likely to be receptive to relevant information.





## Not convinced yet?

O.K., I see the opportunity, but is IMN the right partners and is MEDIAEDGE the best solution?

## Here's why MEDIAEDGE is the best solution.

### Commitment to deliver results affordably

IMN and Grass Valley understand it is about TRUST. We know you have worked hard to establish trust with your customers and you appreciate and typically enjoy loyalty from them. We want the same kind of relationship with our customers. Our commitment to you is we will support your unique needs. It doesn't matter if the opportunity is for a single screen or tens of thousands. We will work just as hard to build and maintain trust as you have. That is our promise.

### We will work with our customers to provide exclusive benefits.

It goes back to that trust issue again. We understand you are taking a risk, making an investment, and you expect a return. IMN MEDIAEDGE is singularly capable of delivery unique benefits since it was designed as a messaging engine to develop around. We will work with you to understand your unique needs and communication challenges then leverage MEDIAEDGE to deliver a one-of-a-kind solution.

### Partner for success with affiliates

If you choose to become an IMN affiliate and offer some or all of the time on one or more screens to advertisers, IMN will work with you to ensure maximum revenue potential is realized. While insuring messaging constraints are observed our unique web-based services for IMN affiliates allow you to generate a new recurring revenue stream without tying up your staff. To learn more visit <http://www.imn.me> and click on 'Become An Affiliate'.

## You can meet virtually any visual messaging need with MEDIAEDGE.

### Flexible and capable

Not a one-size-fits-all off-the-shelf shrink-wrapped solution. You can meet virtually any visual messaging need with MEDIAEDGE. MEDIAEDGE delivers content using a local area network (Ethernet), rather than expensive analog RF cables and associated technology. Delivery via the local area network (Ethernet) leverages existing network infrastructure, eliminating the cost associated with installing and managing an independent RF network for video distribution. Leveraging existing network infrastructure allows IT staff to monitor and manage content delivery as they do other network services.

MEDIAEDGE delivers both high-definition and standard-definition content from a single media server platform, offers a “future proof” solution for enterprise video distribution, and provides a single platform for enterprise video delivery. MEDIAEDGE supports delivery of full high-definition content (1920x1080), to multiple and simultaneous players. MEDIAEDGE players are capable of both high- and standard-definition playback, and scale output (up or down) to match the display. Resolution-agile players allow content of any type to be sent to any player, without the need to duplicate content at various resolutions. Formats are converted automatically by the player.

MEDIAEDGE delivers video on-demand allowing users to access content when and where they need it, allows programs to be scheduled for mass viewing, and provides live video distribution, all from a single enterprise video delivery platform. Video on-demand is the delivery method of choice in the classroom or for corporate training. Faculty, students, or employees may select the program they need, when and where they need it. Scheduled content is broadcast (multicast) such that a large number of viewers can join the program without a bandwidth penalty. Live content is accepted from remote locations on the local area network, via network encoding devices. Multiple and simultaneous network encoders are supported.

MEDIAEDGE delivers mixed media content types to a single display, allowing the same platform to simultaneously support both video distribution and digital signage applications. The “DS” in MEDIAEDGE 3 DS stands for Digital Signage. The system supports multiple, simultaneous display of MPEG video, still images (JPEG, bitmaps, PNGs, and GIFs), animated Flash, text (from files or live RSS feeds), HTML, as well as audio-only files (PCM and MP3). The system supports the SMIL (pronounced “smile”) standard for digital signage content layout and playback. Support for SMIL allows MEDIAEDGE to display content and layout managed in third-party systems also compliant with SMIL. New Display Content Manager (DCM) software will drive SMIL layouts, content, and schedules across multiple MEDIAEDGE systems and players at distributed locations throughout the enterprise.



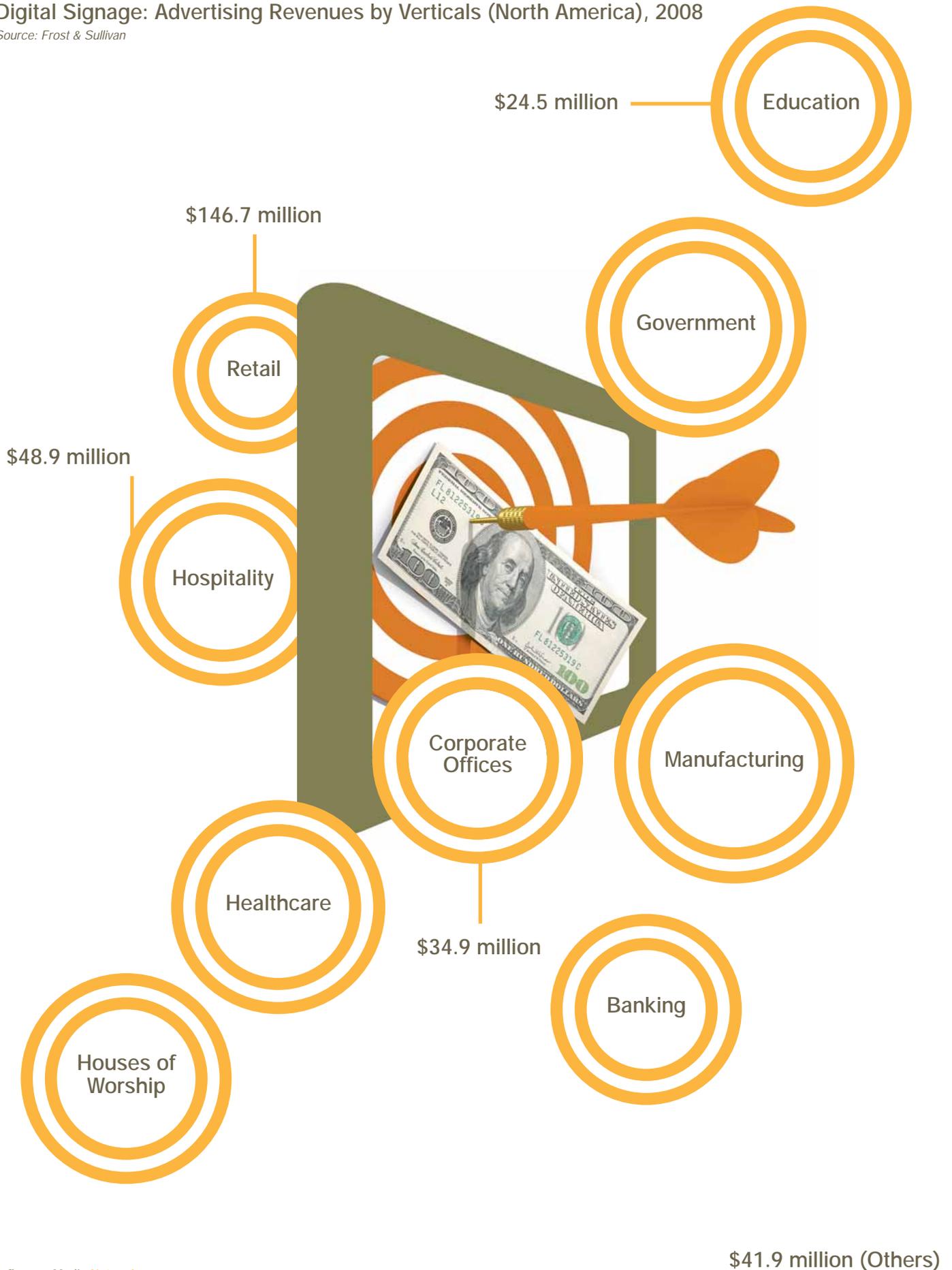
**Visit us online**

**Learn more at our web site.**

**[www.imn.me](http://www.imn.me)**

# Digital Signage: Advertising Revenues by Verticals (North America), 2008

Source: Frost & Sullivan



## Engineered, manufactured, and supported by world leader

When you're watching TV, you're watching Grass Valley. A world leader in broadcast video distribution technology, Grass Valley has 50 years of on-air innovation and technical expertise in video and audio solutions. Unlike many competitors, GV didn't just realize the tremendous opportunity ahead in visual content distribution via IP networks and decide to get in the business. Grass Valley invented much of the technology used in broadcast and satellite video distribution. You can learn more by visiting <http://gv50.grassvalley.com/>

## Competitively priced

You can win going against Cisco and other competitors and you can do so profitably. MEDIAEDGE delivers outstanding performance at a phenomenal price, delivering enterprise video distribution and digital signage from a single server and a common platform. Most MEDIAEDGE systems can be installed for less than half the price of competitive offerings. MEDIAEDGE is free from annual software license fees. Equipment, software, and options are purchased once and will operate indefinitely. MEDIAEDGE server software is installed on common server platforms, available from any reputable vendor. No special server configuration or hardware need be purchased from Grass Valley™. Customers and integration partners may take advantage of preferred vendor relationships to select a server platform that precisely meets their need.

## Standards based

MEDIAEDGE supports and conforms to established industry standards, allowing system management with common applications and tools. MEDIAEDGE supports standard RTSP and RTP standards for IP video delivery. The system supports IGMP v3 standards to make best use of available bandwidth. MEDIAEDGE supports standard MPEG (HD and SD) file formats, free of special file wrappers or proprietary compression schemes. Content is freely compatible with most vendors editing software and content creation and management tools. The new digital signage display capabilities of MEDIAEDGE are in accordance with SMIL standards.

## Open architecture

MEDIAEDGE includes an open and documented application programming interface (API), and SQL database structure, allowing quick development of custom "look and feel" or application-specific features. The MEDIAEDGE API provides a platform that allows developers to create sophisticated, new, and unique content acquisition, management, and delivery applications. MEDIAEDGE can easily operate in cooperation with other network software and services. The system can be entirely automated, under the control of external processes or events. External processes may have access to the MEDIAEDGE database, including the ability to dynamically manage content, create playlists and schedules in real time, and access activity logs.

## Recurring revenue opportunity

MEDIAEDGE opens up opportunities for new recurring revenue streams for your business. The most obvious is advertising revenue but there are others. For instance delivering training for vendors for a fee. Contact IMN to discuss your unique opportunities.



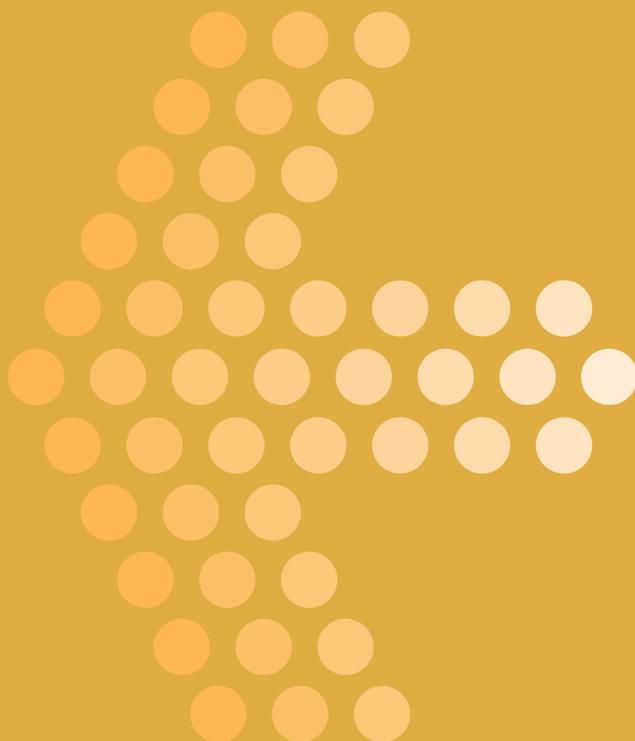
grass valley



**“MEDIAEDGE offers more flexibility and functionality  
at a lower cost than other solutions.”**

Source: Repeated Customer Feedback

Influence Media Network



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