



## R e t a i l T V s i m p l i f i e d

Move above and beyond traditional 'digital signage' and create your own TV network at true broadcast quality. Create impact, build brand and positively influence consumer behaviour with a dynamic visual experience, powered by CEAD i.P.TV.



### Create Impact

Enhance your business image and store identity with "broadcast quality" TV  
 Increase 'walk-in' traffic flow with enticing visual displays  
 Design templates to support brand strategy and positioning  
 Utilise existing marketing materials and bring them to life with the power of CEAD i.P.TV



### A Personalised Shopping Experience

Engage and inform with dynamic video, images, text  
 Entertain with news, music, video and live TV  
 Profile team members and upcoming events



### Return on Investment

Reinforce the features and benefits of products and services  
 Reinforce promotions and clearance items to ensure stock turnover  
 Maximise the return on promotional and advertising spend by reinforcing at the point of purchase



### Reduce the requirement for, and cost of static print media

Sell advertising space to third parties and suppliers  
 What You Want - Where You Want It - When You Want It  
 Update information instantly, either locally or from a central location  
 Tailor content to the specific demographics of each store location



### Secure networking, distributed over a LAN, WAN or FTP

Links to a wide range of internal and external sources to display live data such as pricing or discount offers

### Engage your Employees

Inspire and motivate employees with dynamic visual imagery  
 Utilise your in-house TV network for training and corporate communication 'out of hours'  
 Support and promote organisational spirit and culture  
 Reward and recognise top performing employees



SEE

the difference



**CEAD's powerful proprietary software system (DISE) complete with all the tools you need to create and manage your own in-house TV at true broadcast quality.**

**Compose exciting content by combining dynamic and static imagery with real time motion graphic effects and more . . . it's that easy.**

## Simple and Intuitive

CEAD's proprietary display software suite incorporates a simple and intuitive interface that allows you to create rich and powerful content to distribute out to local or remote display locations.

By mixing files including video, text, graphic objects, tickers and more you can create informative, captivating and targeted information to your audience. The interface is simple to use with drag and drop options as well as a variety of content transitions and movements. The program allows you to utilise RSS feeds, schedule live events, edit and play simultaneously and broadcast quality real time motion graphics to any screen size. Database-driven information can also be displayed live.

## Reliable and easy to use

CEAD Composer is a powerful and easy to use timeline based editor for digital media. CEAD Replay is designed for unattended operation 24/7. New content can be replaced without stopping the playback.

- Broadcast quality real time motion graphics
- Output content to any screen dimensions
- Incorporate external live feeds such as cable TV, free-to-air television, web cameras, etc.
- Full control over transparency, fades and movement
- Drag and drop media files and preset templates
- Content can be scheduled on date, time, day of week, playback location or file date/time
- Edit and play out simultaneously in real time
- Timeline-based content editing
- Play any video format with effects and transitions
- Distribute channels to local and remote locations
- Smooth 24/7 play out of multiple layered objects, video and tickers without any flickering
- Sport, News and Weather RSS feeds
- Generate report logs for status and statistics
- Immediate messaging and announcements

