

# Punctuate<sup>™</sup>

Business Management for Digital Signage



## Make Your Mark

Delivering a product message at the point of purchase — as the purchasing decision is being made — is a key goal of consumer-oriented businesses. Static signs and banners fill the basic need, but they are expensive to print and inflexible when it comes to delivering targeted messages to various types of consumers.

Enter digital signage — a tool to capture an audience's attention and place the product message close to the point of action. But even this dynamic tool cannot guarantee that you deliver the right message to the right audience every time. The ability to place content based on specific sign attributes such as location and time of day is key to unlocking the value of a flexible, multipoint digital signage network.

## Unlock Your Network Value

Developed specifically for the digital signage industry, Punctuate<sup>™</sup> is a leading-edge software application that manages the scheduling and placement of advertising and promotional content to multipoint digital signage networks. Revenue tracking, billing, automatic ad pricing and approvals for sales campaigns are among the sales-oriented user benefits for data management. Other network management-driven benefits include targeted content scheduling, robust content storage and inventory accounting.

A flexible, business management solution, Punctuate allows network operators to target detailed messages to specific signs that match the surrounding environment. Operators can manage and deliver advertising and promotional content based on location, time and user-defined attributes of each display.

For example, a hotel with a digital signage network might tag some of its screens with location attributes, such as *lobby, gym, bar or pool*. Hotel restaurant screens might be tagged with qualitative attributes, such as *organic, quick service or dinner only*. During the scheduling process, content targeted to health-conscious audiences could then be sent to signs in the gym and organic restaurants, while an advertisement for a new movie could be sent to signs at the hotel pool and in quick-service restaurants that attract sizable teen audiences.

Punctuate enables you to leverage your signs to build your business and operate profitable digital signage networks. Scalable and Web-based, the solution allows remote operation of multiple, complex networks from any location. Punctuate also integrates seamlessly with Harris<sup>®</sup> InfoCaster<sup>™</sup> playout systems to create a complete, high-quality digital signage solution that enables operators to enhance revenue and build their brand.”

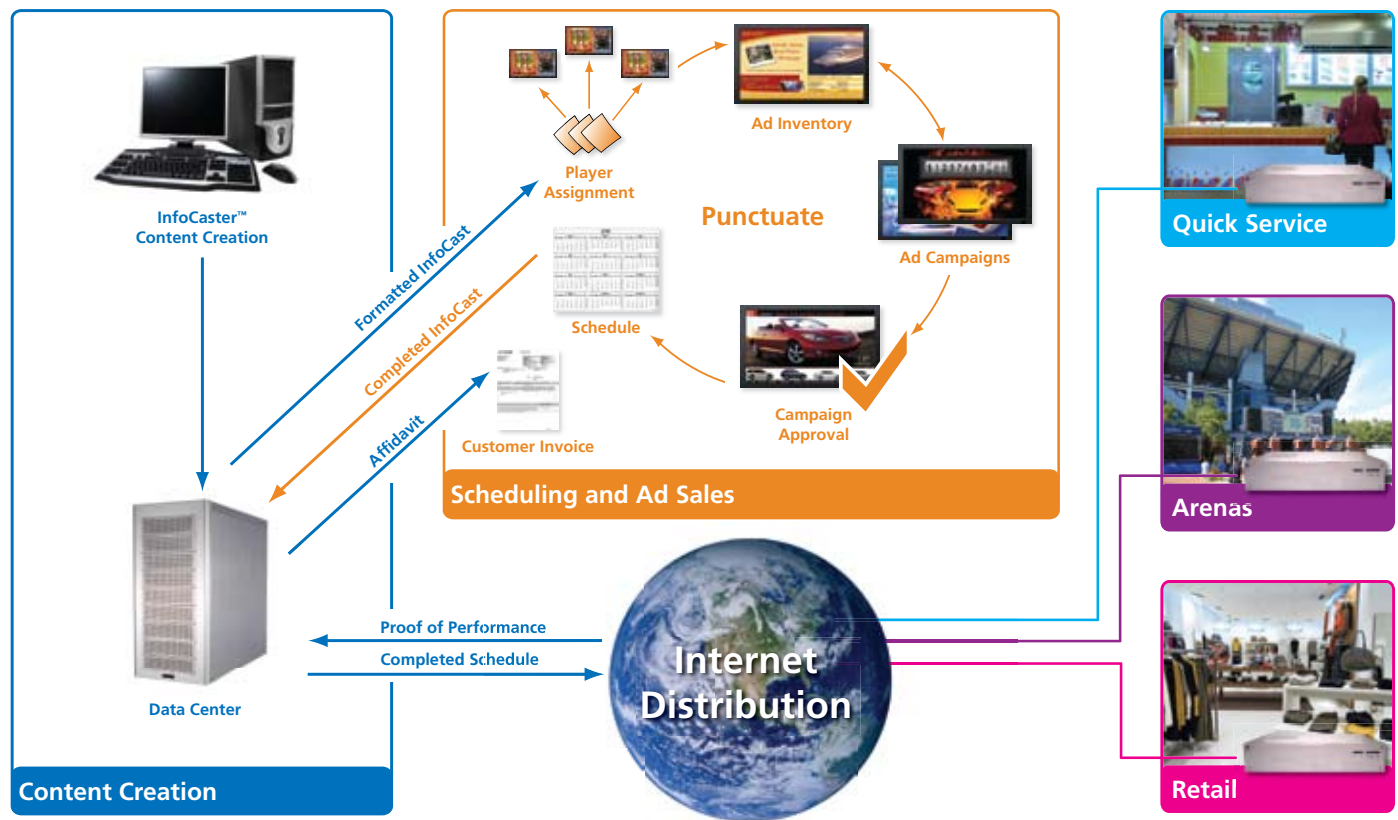
### Advanced Business Management

For network operators, it's critical to have access to advanced software tools to fully leverage growing business opportunities. Punctuate provides the cornerstone for developing efficient digital signage networks. This scalable and robust application provides:

- **Intelligent and automatic content placement.** Target any combination of signs, including cross-network scheduling for advertising and promotional content, based on location, time and user-defined attributes for powerful content display management.
- **Accurate business management.** Take advantage of various tools that make it easy to plan and execute campaigns.
  - Inventory tracking, content scheduling, billing and revenue reporting
  - Automatic rotation of content to provide message variety
  - Campaign entry and routing for management approval
  - Rate card pricing relative to inventory availability

- **Web-based screens.** Remotely operate your digital signage network from anywhere in the world. Keep operational costs down, while taking advantage of the latest technology.
- **Flexible hosting options.** Choose from a variety of flexible hosting options available to support your current needs, while also providing you with choices for future growth. Comprehensive managed service packages are also available.

## Harris Digital Signage™ Complete Solution



For more information, please visit [www.broadcast.harris.com/punctuate](http://www.broadcast.harris.com/punctuate).

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