

# PADS Professional

With **PADS** you can visually communicate your **BRAND** and your **MESSAGE** quickly and easily, locally or around the world, to both employees and customers, all from a central location.

In combination with PCs, a network infrastructure and displays, **PADS** Professional is the standard answer to any request to deliver the right information to the right people at the right time. The ease of installation and use of the system is highly praised as well. With applications for designing, scheduling, distribution, displaying and analyzing any type of **MESSAGE** including real-time data, **PADS** Professional is THE solution for every environment where you want to make information publicly available.

## Corporate

Many businesses cope with the same challenge: How to deliver critical information to employees, partners and customers, ensuring the message is seen, providing maximum results. The majority of business communications tend to be text-based media that can't express enough importance, immediacy or personalization.

It can be very complicated to get out a consistent, focused message. Employees in different places or on different time schedules may not get the accurate information at the crucial time. And many companies have large numbers of employees that are unable to access email or Intranets easily, particularly those in manufacturing and service-related industries.

**PADS** transform companies into flourishing news reporting, narrowcasting and viewing organizations. Employees are able to create eye-catching multimedia content right from their desktops. Then those messages can be delivered via the company's communication network to strategic locations using the most powerful form of media delivery-digital signage.

### Examples:

- Human Resources
- Corporate TV
- Plant operations
- Cafeterias
- Employee bulletin board

## Retail

Retail digital signage has a proven track record of success for Point-of-Sale, In-store TV, Quick Service Restaurants, Grocery Stores, Banks and Shopping Mall applications.

**PADS** provide a complete end-to-end digital signage platform for Retail applications. The **PADS** platform facilitates the entire digital signage solution from content creation to in-store display, even for large-scale deployments, allowing brand advertisers and retailers to focus on delivering the right information to the right people at the right time. Combine the latest Retail Industry technologies, pricing databases and audience recognition, with **PADS** and you can deliver your focused message to your customer real-time.

### Examples:

- Retail store advertising
- Restaurant menu boards
- Bank products and services programs
- Gas pump advertising

# LEADING IN DIGITAL SIGNAGE TECHNOLOGY

## Hospitality

Hotels, Casinos, Cruise Ships and Resorts around the world have embraced digital signage. Assisting tourists acquire the information they need to realize their vacation experience has become a major industry.

**PADS** provides end-to-end functionality for interactive kiosks to serve as virtual concierges in hotel lobbies providing dinner reservations, directions, activity schedules, and ticket reservations for hotel guests. Large flat-screen displays provide business executives information on meeting rooms and schedules. In-room screens display branded advertising for hotel amenities including restaurants, spa's, and fitness centers. Interactive gaming instruction helps guests learn how to enjoy their time on the Casino floor.

### Examples:

- Interactive kiosks for directions & reservations
- In-room casino gaming instructions
- Resort hotel facilities
- Schedules for business meetings

## Transportation

On of the fastest growing applications for digital signage is the Transportation industry. Digital signage is popping up in bus stations and airports around the world.

**PADS** is employed in airports and bus stations around the world displaying schedules and showing branded advertising for on-site shops. Walk into any major international airport today and see digital signage showing flight schedules and availability. These flight information systems are integrated into the flight information database that typically maintains flight scheduling and availability on a real-time basis. **PADS** with its platform extensibility, provides the facility to integrate to existing database systems and provide real-time information to your audience.

In addition, opportunities abound for selling advertising for the stores and shops located at airports and bus stations. Many displays showing transportation schedules are also displaying branded advertising for products and services available in the transportation center.

### Examples:

- Interactive kiosks for tickets, directions & reservations
- Tourist information systems
- Flight information systems

