

## AdQue® *Significant Features*

1. Total control of every image and every minute.
2. AdQue supplements and provides consistent messaging with paper and web based campaigns (can make use of existing collateral).
3. AdQue provides a cost effective way to brand any or all images.
4. Multiple simultaneous channels allowing different specific messages in pertinent areas.
5. Scheduling by channel, by minute of day, by day of week, by month and/or specific date allows tailoring message to varying traffic patterns.
6. Supports most PC and MAC image formats such as static image (.jpg), flash (.swf), full motion video (.mpg), and audio (.mp3).
7. Cable or satellite TV input to allow selecting news, weather, or sports channel (cable or satellite feed not provided by AdQue).
8. Efficient Internet based updates require no separate or dedicated communications line.
9. Update frequency determined by location (suggested every 15 to 30 minutes).
10. Optimized transmission of text based news, weather and sports (less than 10.0 Mb per day based on updates every 15 minutes for 24 hours).
11. InfoQue provides 20+ topics of news, sports, lifestyles, markets, etc. with customized background image.
12. InfoQue Weather provides five day forecast and current conditions for the entire U.S. with coverage for over 40,000 zip codes allowing each AdQue site to choose as many or as few locations to be displayed.
13. InfoQue Stocks provides general market information, top movers, gainers and losers and optionally allows selection of specific stocks that are of interest to each location (20 minute delay).
14. AdQue Annual Service Agreement pricing, including InfoQue, is guaranteed for three years.
15. AdQue Annual Service Agreement can be cancelled with 90 day notice after the first year (no long term contracts).
16. Windows based Manager's Message provides a simple text based editor to immediately change messages on any AdQue system connected to the wide area network (WAN).
17. Web Based Manager's Message provides a secure and easy method of changing daily messages or user-defined collections of data such as interest rates or upcoming events.



18. Randomized background images for InfoQue and Manager's Message provides an easy to develop dynamic storyboard.
19. All InfoQue and Manager's Messages receive a "time to live" ensuring that old information is never displayed.
20. No image or information is displayed that has not been requested or approved.
21. OnDemand feature allows playing of any storyboard at any time on any AdQue system connected to the wide area network (WAN).
22. Lobby audio can be controlled entirely by AdQue to allow proper fading of Muzak, TV audio, full motion video, digitized audio (eliminates noise pollution).
23. AdQue supports a wide variety of display devices including large format (37" to 84") LCDs, plasma displays, and video walls (12' to 15') in native format providing for images that are not distorted, skewed, or stretched.
24. Display devices can be mounted horizontally or vertically.
25. Display devices can be integrated into a wide variety of fixtures that can be located up to 1,000 feet (cable run) from the AdQue system.
26. AdQue can "back feed" an existing building cable network.
27. AdQue can control various output devices - turning the display on and off on a scheduled basis preserving the life of the unit.
28. AdQue Internet kiosk technology provides controlled messaging while the kiosk is not in use.
29. Security is an integral part of the AdQue design.
30. Windows based storyboard and schedule editor supports multiple sites and eliminates the need for a dedicated system.
31. AdQue Album allows users to display a collection of images by simply dragging them into an album folder. Each image is dynamically resized to fit and is displayed by a modifiable AdQue AlbumPlayer.
32. AdQue runs on a highly available hardware and software platform that can be easily upgraded.
33. AdQue Self-Service Coin interface provides a valuable service encouraging deposits without teller intervention.
34. AdQue was developed by Data Concepts, Inc., a Nashville based Microsoft Certified Solution Provider with experience since 1981 creating solutions for small to large clients worldwide.

## **AdQue® Support**

### *Not Just a Pretty Face*

Behind the color, the drama, the action of the display screen and fixtures, resides the true heart of the AdQue® system.

It's what audiences don't see that our clients rely on everyday.

AdQue® is about service and that translates into being supportive and accountable in every aspect of concept, design, fixtures, hardware, software, installation, screen graphics, training and maintenance.

## **AdQue®**

### *More than Meets the Eye*



Innovative Solutions By  
**DATA CONCEPTS, INC.**

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