AdQue®

Summary

AdQue® is designed to create unique marketing and communication opportunities. AdQue is a message scheduling and delivery system.

AdQue can output messages to many different types of display devices. Currently, AdQue supports the following:

♦ LCD and Plasma displays (26" to 84")
♦ Video walls
♦ Composite video
♦ S-Video
♦ LCD projector
♦ TV (via customer selected channel)
♦ ComCo Systems LTS, Diebold RTS, and Hamilton Tel-R-TV

Content, images and messages are grouped into storyboards. Storyboards are then scheduled. Messages can be presented on many different types of media.

The storyboard determines the sequence and duration of messages that are to be displayed. Storyboards can be scheduled by minute of day, by day of week, and by month. This allows for messages displayed on Fridays in September to be different than messages displayed on Mondays in January. Any or all of the standard 85 schedules can be used and placed up to one year in advance. Scheduling is also available for specific dates. While schedules can be set per minute, typically, schedules are set on the half hour. This allows for a different message in the morning than at noon, afternoon, or evening, matching the traffic patterns at the site.

The entire message presentation can be controlled independently for each display channel for each site. The message within the storyboard can be any combination of the following:

♦ Static Images
♦ DynaText (dynamic messaging)
♦ InfoQue (News/Weather/Sports)
♦ Flash Images

♦ Full Motion Video
♦ TV input (optional)
♦ Audio track (digitized, external, etc.)

Static images are pictures that are created and edited using any graphics package such as Adobe or Corel. Images can also be created from a digital camera or scanner. Stock images are available from many sources. Data Concepts has a library in excess of 3,000 static images, flash vignettes, and backgrounds. This library is continuously updated and expanded.

DynaText provides a method to associate a News/Weather/Sports topic with an appropriate background image. The background image is nothing more than a static image with additional information to describe the attributes of the text to be displayed. Updated text is sent via the

Internet several times per hour to assure timely information. Only the text is sent which minimizes network traffic.

Flash provides the capability to add motion to an image. This can be as simple as words moving or fading on a single background image. Flash images can be created using several products from Macromedia or via tools included with the optional AdStudio Suite. Much of the movement seen on Internet web sites is based on Flash.

Full motion video can come from a variety of sources such as studio TV production, VCR, digital video camera, etc. While the cost to continue TV ads on a daily basis is prohibitive, once developed, the full motion video can be used repeatedly. Full motion video supports an associated audio track.

TV input can be displayed on one of the AdQue display channels. The TV feed can come from a land based cable TV connection or a satellite dish. The primary difference is how the TV channel is selected or changed. If a standard TV can change the channel without the use of an external "box", AdQue can also change the channel. This allows a storyboard and schedule to determine what channel for how long and when. If a standard TV cannot change the channel, the AdQue storyboard and schedule can only determine how long and when. The "box" must determine what channel.

Audio tracks can come from digitized audio stored on the AdQue system or from an external audio source (Satellite radio, CD player, Muzak, etc.). AdQue can also feed most background music sources. At the scheduled time, background music can fade out to be replaced by the AdQue audio track. This ability helps to eliminate noise pollution.

AdQue provides support for features too numerous to detail in this summary. Specifics that can be discussed are:

- Internet kiosk
- Manager's Message (WhiteBoard)
- Storyboard OnDemand
- Customer directed message
- Multi-lingual
- Scrolling Marquee

- Wireless capabilities
- Random messages within a storyboard
- 1-2-1 marketing
- Dynamic Lobby
- Interface to coin machines

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

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